

MCV

The Market For Computer & Video Games

EVERY BUYER ● EVERY BRANCH ● EVERY WEEK

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'Tis the season to be jolly

Merry mood on the High Street despite November decline and miserly market conditions ● Hopes high for 2013

by James Batchelor
and Billy Langworthy

UK GAMES retailers are surprisingly upbeat in the face of significant market declines.

MCV's annual retail survey shows that a whopping 75 per cent of store managers and retail buyers are confident about the next year, with those on the frontline pointing to the



Hopes are remarkably high for this year's Christmas takings.

arrival of new consoles and *Grand Theft Auto V* as reasons to be hopeful.

Hopes are remarkably high for this year's Christmas takings as well, despite a tough market throughout October and November. A lot rests on the next three weeks of sales.

We spoke to over 100 retailers to gauge the mood of the High Street this year. You can read the full results on page 15.

FESTIVE CHEER

NEARLY 70 per cent of video games retailers expect a merry Christmas.

According to MCV's annual retail survey, 38 per cent of stores believe their Xmas takings will be greater this year than in 2011, while 30 per cent predict a similar year-on-year performance.

It's a remarkable display of optimism in the face of a market that just saw November sales fall year-on-year by 22.2 per cent.

Stores told MCV they believe strong sales of Activision shooter *Black Ops*



// and *Wii U* will help see them through December.

However, a further 26 per cent of participating stores

weren't so hopeful, while a remaining six per cent are cautious about the festive season.

RETAIL LOVES COD

BLACK OPS II's sales were slower this year, but 41 per cent of retailers still listed it as their highlight of 2012.

In fact, many firms associated with *Call of Duty* received high praise in this year's survey.

Activision was the top publisher with 27 per cent of retail votes. Official supplier CentreSoft was voted the No.1 distributor by 59 per cent, while Turtle Beach – the firm behind the official *Call of Duty* headset range – was the top peripherals brand with 27 per cent.

THE ONLINE MENACE

IT'S NOT all smiles and Christmas cheer: more than half of all High Street stores surveyed expressed concerns about the threats from supermarkets and online retailers.

30 per cent of participating firms declared online stores to be the biggest problem the specialist market faces – a massive leap from the eight per cent that shared this fear in 2011's survey.

A further 24 per cent were more troubled by supermarkets.

It's easy to see why. Supermarkets are currently the No.1 games retail sector, while online retail is the fastest growing.



AND A HAPPY NEW YEAR?

UK GAMES retailers expect a blockbuster 2012 with the help of a few new consoles.

58 per cent of stores told MCV they want new hardware, listing the next Xbox, PS4 and *Wii U* (our survey was conducted just ahead of the *Wii U* launch) as their most anticipated releases.

But the biggest hit was actually a game for current consoles – *GTA V*. 27 per cent said the next Rockstar blockbuster was their most anticipated release of 2013.

Stores are also expecting much from the triple-A titles due during Q1, such as *BioShock*, *Aliens*, and *Gears*.



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Nintendo: We will maintain Wii U

Wii U has landed but we're not resting yet, says platform holder • More marketing and sampling campaigns planned for

by James Batchelor

NINTENDO has promised a steady flow of new titles and repromotions for Wii U throughout the early months of next year.

The platform holder told MCV during last week's launch of its new console it is already hard at work on plans for Q1 2013.



We don't focus particularly on Christmas. We have a strong line-up all year.

James Honeywell, Nintendo

The firm is no doubt eager to avoid a repeat of the 3DS launch, which had a strong first week followed by a steep sales drop off.

MCV understands Wii U sold around 40,000 units in its first 48 hours. The platform holder has already pledged to supply the High Street with regular shipments between



now and the end of the year.

"We've got a very strong line-up, lots of titles and activities aimed at Christmas, but we've already got plans for Q1," said head of consumer marketing James Honeywell.

"Lots of new titles like *Monster Hunter*, but also repromotions and things like that.

"We definitely want to maintain momentum in Q1 – that's our focus right now."

Nintendo will kick off Q1 with two releases in January: *Ninja Gaiden 3*:

Japanese mobile giant GREE targets UK

by James Batchelor

GREE is keen to conquer the UK, the leading mobile and social games firm told MCV.

The Japanese publisher opened a UK studio in London earlier this year. It is working on five titles, including a *Moshi Monsters* game, which it hopes will help it win over UK gamers.

"The UK is definitely a critical market because it follows similar trends and

tastes as the US but also has its own distinctive preferences," said Kyoto Matsushita, VP of developer relations at GREE UK.

Game studio VP Tsuyoshi Tanaka added: "It's definitely a market we want to become successful in.

"Globally, we have seen success coming from the UK for some of our titles, like some of the *Funzio* games.

"We're learning a lot and choosing to develop certain



GREE's VP of developer relations Matsushita (above left) and game studio VP Tanaka (above right) see the UK as a 'critical market'

types of games for the European market, so we will see in the next 18 months."

GREE may even bring its virtual currency cards to UK shelves so that retailers can participate in the mobile firm's success.

"The platform is still in its early stages outside of Japan, so we hope to make that happen but right now it's too early to say," said Matsushita. "That business works well in Japan."

momentum

2013 ● New games launch from January 11th



The action gets underway at HMV Oxford Street's Wii U midnight launch

Razor's Edge on January 11th and *Sing Party* on January 18th.

Additional releases planned for Wii U's 'launch window', which runs up to March 31st, include *Monster Hunter 3 Ultimate*, *Pikmin 3* and *LEGO City Undercover* and reach out to as broad an audience as possible.

Honeywell says that the platform holder aims to "maintain that balance [between core and casual] throughout the quarter and onwards, for the duration of Wii U".

"Nintendo always makes sure it launches games throughout the year," he said. "We don't really focus particularly on Christmas. We've got a strong line-up all the way through the year. We always have the marketing to support that. We have plans to take sampling all the way through the year.

"For us, it's not just about launch, it's about building momentum and maintaining that over a long period of time."

Nintendo: 01753 483700

ShopTo.net
ShopLate | PlayTomorrow

PRE-ORDERS
TOP 10



1. **PAPER MARIO STICKER STAR**
Nintendo 3DS



2. **Ni No Kuni: The Wizard's Edition**
Namco Bandai PS3



3. **Grand Theft Auto V**
Rockstar Games 360

4. **Mass Effect Trilogy**
EA PS3

5. **DmC: Devil May Cry**
Capcom PS3

6. **Pikachu 3DS XL Limited Edition Console**
Nintendo 3DS

7. **Rayman Legends**
Ubisoft Wii U

8. **DmC: Devil May Cry**
Capcom 360

9. **Grand Theft Auto V**
Rockstar Games PS3

10. **Anarchy Reigns Limited Edition**
Sega 360

www.shopto.net

LEADER

ALL I WANT FOR CHRISTMAS IS U?

THOSE LOOKING for a way to criticise the Wii U launch last week had plenty of material at their disposal.

Weariness amongst parts of the specialist media and cynicism from the cutting edge online world has always cast doubt on it.

It was as if some people want Nintendo to fail.

Yes, I'm sure that on terms relative to the other consoles and devices, it was a slower start than some expected. But was it a success on Nintendo's terms? With its typical long-term focus on momentum, and a Japanese launch only this weekend, we just don't know yet.

Here in the UK, the Wii U arrival last week was good in ways some have missed or simply not acknowledged yet.

For a start, there technically was a Wii U game at No.1 in the form of the *Black Ops II* SKU. A tenuous link, but no less emblematic: Wii U has put Nintendo, finally – if belatedly – on an even footing with the other HD consoles.

It's created more opportunities for third party current gen triple-A projects before the costs ramp up for next-gen ones.

Elsewhere, original Wii software sales were up £1m week-on-week, no doubt driven by the new console's legacy playback functions.

Other Wii titles – associated with *Just Dance* and Disney – had risen in the rankings, too.

You can't deny the overall additive effect on the market that it contributes to.

Over £14m was spent on Wii U hardware and software last week.

If Nintendo can build the buzz and maintain the stock flow, that can grow as we get closer to Christmas.

And I think that's what anyone sane really wants for Nintendo.

OUR SURVEY SAYS...

WITHOUT FAIL, the annual MCV retail survey throws up surprising answers.

You'll have seen on the cover some startling stiff upper lips in the face of rather dire 2012 trading so far.

But the one that tickles us is this quirk of human nature: Every year, without fail, retailers praise *Call of Duty* for its sales success, publisher support and added peripherals sales. *FIFA* also gets some glory.

Yet when we ask them what they are looking forward to next year, they never name those games. Even though those brands are the bankers which will return in 12 months.

Just goes to show that new ideas excite the trade, despite the fact that the old favourites are the ones boosting the bottom line.

Michael.French@intentmedia.co.uk





"Devil May Cry has always sold better in the West than it has in Japan. There was no commercial decision to Westernise it."
MCV quizzes Capcom about the reinvention of Devil May Cry **p22**

November game sales struggle as retailers bank on late Christmas

6.4m games sold in four weeks, but that's down year-on-year

by Christopher Dring

UK RETAILERS made £211.3m from video game sales last month.

That's a big number, a jump of 154 per cent over October. But unfortunately the market is still tracking behind 2011. In terms of revenue, UK physical game sales were down 22.2 per cent year-on-year last month.

In terms of units, 6.36m games were sold, a drop of 23 per cent over the 8.26m sold during November 2011.



The High Street is anticipating a late Xmas rush.

It means the much hoped for market turnaround has yet to materialise. The British Retail Consortium said last week that the High Street is anticipating a last minute Christmas rush,

which tallies with recent comments from MCV's Retail Advisory Board, with one retail exec predicting that "Christmas is happening later this year."

The biggest selling game of the month was, unsurprisingly, *Call of Duty: Black Ops II*, with *Assassin's Creed III* in second and *Halo 4* in third.



UK RETAIL NOVEMBER TOP TEN

1.	Call of Duty: Black Ops II	Activision
2.	Assassin's Creed III	Ubisoft
3.	Halo 4	Microsoft
4.	FIFA 13	EA
5.	Need for Speed: Most Wanted	EA
6.	Hitman Absolution	Square Enix
7.	Skylanders Giants	Activision
8.	WWE '13	THQ
9.	Football Manager 2013	Sega
10.	Just Dance 4	Ubisoft

Amazon and Gamestop join MCV RAB

by Christopher Dring

MCV'S Retail Advisory Board has two new members – Amazon's Ketu Patel and GameStop's Niall Lawlor.

Patel joins the RAB following the departure of Graham Chambers, who left Amazon to join Scottish-based mobile developer Tag Games in September.

Patel has worked at Amazon for almost four

years. He also collected Amazon's MCV Award for best mainstream retailer at this year's ceremony.

Meanwhile, GameStop's VP and general manager for Northern Europe Niall Lawlor joins the board following the departure of Michael Finucane.

Lawlor said: "I'm looking forward to joining the MCV Retail Advisory Board at this transformational time



Amazon's Patel joins the RAB

for our industry. Our goal is to ensure that GameStop Europe is the market leader in the next console cycle."

Lawlor and Patel join a raft of big name buyers on the board, including execs from GAME, HMV, Blockbuster, Asda, Tesco, Sainsbury's Morrisons and Play.com.

The RAB was set up to keep MCV up-to-date on the latest trade happenings. **MCV: 01992 515 303**

Asda Direct: 'We need to stock more games'

by Christopher Dring

SUPERMARKET giant Asda wants to double the number of music, videos and games it sells online.

The firm currently has around 6,000 films, CDs and games on its website, which according to stat tracker Hitwise is one of the fastest-growing sites in the UK. But that number is



'nowhere near' enough, says trading director Frazer Locke.

"Our big gap for me in music, video and games is about range," he said.

"This time last year we had 12,000 SKUs on the site across all Asda categories – now we have 25,000. So we've doubled the range. We have

6,000 music, videos and games. Is it enough? Nowhere near. We're looking at how to expand that, whether that is via partnerships or directly with suppliers.

"At launch, we targeted an optimum level of 12,000 SKUs based on data from The Official Charts Company and Chart-Track. It has taken us a bit of time to get there. But we are on track for that."

In Brief

GAME: The firm is the first UK retailer to sell Steam Wallet codes from Valve, which enable users to buy games and DLC through Steam. Customers can buy codes worth £5, £10, £20 and £50. GAME is also offering extra trade-in value on selected games when used to purchase Steam Wallet, plus reward points.

MASTERTRONIC: The publisher has signed a deal with Bethesda to launch value-priced versions of its PC games. Titles include *Fallout: New Vegas Ultimate Edition*, *The Elder Scrolls IV: Oblivion 5th Anniversary Edition*, *Rage*, *Brink* and *Hunted*.

IGN: Capcom's most popular fighting franchises will be part of the IGN Pro League tournament in 2013. Next year's eSports competition will include Capcom's *Super Street Fighter IV Arcade Edition* and *Street Fighter X Tekken*.

THQ: A new pay-what-you-want charity bundle of THQ games helped the publisher's stock price jump. Consumers can pay anything from \$1 for the Humble THQ Bundle, which has raised more than \$3m so far. Bidders who pay more than \$5 received *Saints Row: The Third*.

iPad & iPhone



CHECK OUT THIS WEEK'S VIDEOS

Ni No Kuni
The Settlers Online
Warriors Orochi 3 Hyper

Videos are available within the iPad Edition of MCV on iTunes and the browser-based Digital Edition, which can be accessed at **MCVUK.com** www.mcvuk.com

Ubisoft: 'Players trust High Street more than online'

Publisher explains free-to-play retail strategy

by Billy Langsworthy

SOME gaming enthusiasts find buying games on the High Street safer than via online, says Ubisoft.

The firm's free-to-play publishing director Thomas Paincon (right) said that some consumers trust the High Street over online services and free-to-play games. And that's why the firm is launching a boxed version of digital F2P title, *The Settlers Online*.

Paincon said: "Now, with the opportunity to reach more players and monetize them through their regular channel in retail, we should experience nice results."

"Some players tend to trust what packaged



goods offer, even for free-to-play online titles, more than spending money directly online."

Paincon hopes that releasing the firm's browser games at retail will help widen the potential audience for Ubisoft's titles.

The news follows a similar move from free-to-play giant Bigpoint. The firm has released a trio of its titles at UK retail via Contact Sales.

Ubisoft: 01932 578000

12m have played SimCity this year

EA has high hopes for next year's PC sequel

by Christopher Dring

80 PER CENT of people in the US and Europe are familiar with the *SimCity* brand, says EA.

And more than 12 million people have played a version of *SimCity* within the last year.

EA revealed these stats as it gears up to launch its first true *SimCity* sequel in ten years on March 8th, 2013.

"*SimCity* has huge public awareness worldwide," Maxis boss Lucy Bradshaw told MCV.

"*SimCity 4* continues to sell quite well as a classic title. That is quite a healthy shelf life in the video games industry."

"And even today, modders in online communities like

Simtropolis continue to add mods to *SimCity 4*."

SimCity 4 launched for PC way back in January 2003 and since then EA has developed numerous spin-offs aimed at more casual audiences, including last year's Facebook game *SimCity Social*.

But now the publisher hopes it can attract those core users again with next year's title, which comes complete with a brand new game engine.

"We wanted the next *SimCity* game to innovate the franchise," added Bradshaw.

"Players have systems that are much more powerful than ten years ago, so we can really play with graphics and 3D."

EA: 01483 463000



“*SimCity* has huge public awareness worldwide. We wanted the next *SimCity* game to innovate the franchise.

Lucy Bradshaw, Maxis

CAMPAIGN OF THE WEEK

GAME

The specialist retail giant runs its first major marketing initiative since merging its flagship brand with Gamestation



TV

The main focus of the campaign are 10-second TV shorts, running from November 1st to December 23rd. The ads change every week to promote new releases and deals, with the tagline "It's Never Just A Game".

PRINT

Promotions have been running in specialist gaming magazines and national press, again promoting different deals as each major release arrives on shelves. Additional ads have targeted mums and gifters through women's magazines.

ONLINE

Gifters have been targeted through female e-commerce sites, Facebook and social games portals. Meanwhile, GAME is reaching out to enthusiasts via videos and ads on YouTube, MSN and IGN. There are also audio ads on Spotify and promoted tweets.

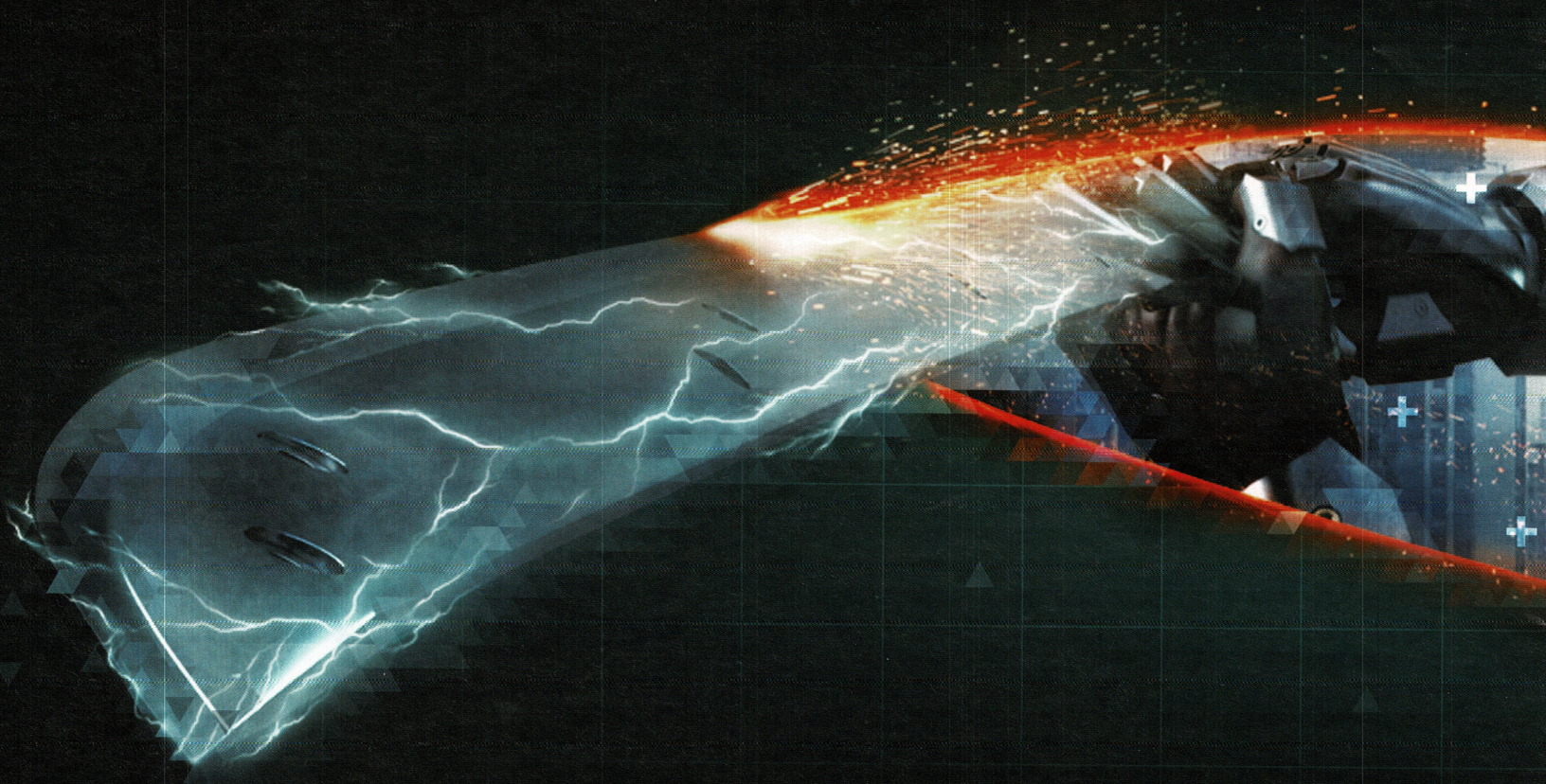
RETAIL

All of GAME's stores are decked out with promotional material, as usual, highlighting new offers on trade-ins and recent releases. There are also 'Manager's Specials' on console bundles, including the newly-launched Wii U console.



KONAMI

GET READY



18
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PROVISIONAL



PS3



XBOX 360

XBOX LIVE



P+

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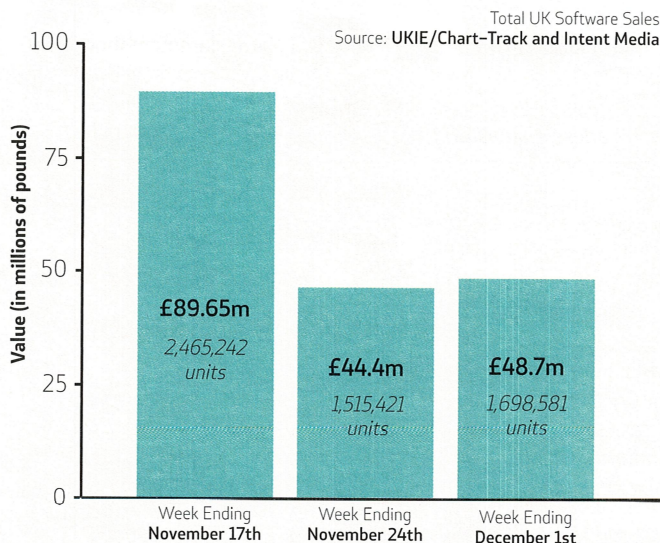
Your weekly guide to the UK games software market

WEEKLY MARKET VALUE:

£48.7m

Week ending December 1st

No. 1



The launch of the Wii U and *Far Cry 3* added some modest growth to the software market this week, with the market up nine per cent on the week ending November 24th.

Wii U software accounted for about £3.5m of that. That's about the same amount as the Wii, so for now, it has doubled home console share for Nintendo.

Nintendo Land was the best-selling Wii U title, reaching No.11 in the All Formats chart. *ZombiU* was the best performing third-party game, debuting at No.17.

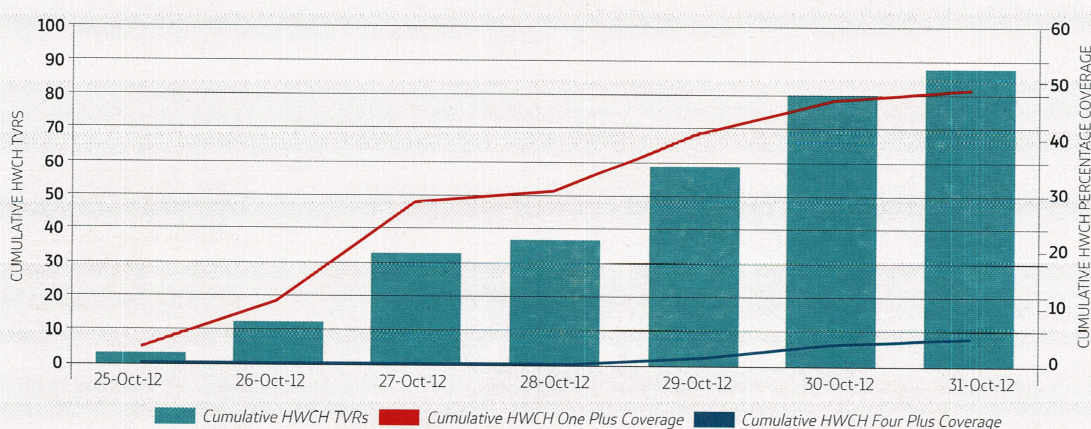
Despite the arrival of 24 Wii U games on the market, *Call of Duty* comfortably held the No.1, even beating out Ubisoft's new *Far Cry 3*, which debuted at No.2.



GameTime

HOW MUCH WII U TV ADVERTISING HAVE U SEEN?

Generation Media explores the reach of Nintendo's Wii U ads



Coronation Street and *The Pride of Britain Awards*. *The X Factor* spot alone achieved 20 HWCH TVRs (October 27th), reaching around 6.9 million individuals.

High-rating spots are effective coverage drivers at the One Plus level (those who have seen the ad at least once). They attempt to create the fabled 'water-cooler moments', and within one week of TV advertising allowed Nintendo to reach approximately half of all HWCH.

These spots come at a price, however, meaning budgets are used up quickly. Repeat viewings are therefore unlikely as fewer spots are bought, and this has resulted in the campaigns being seen by less than five per cent of all HWCH at the Four Plus level (those who have seen the ad at least four times).

NINTENDO has unquestionably been the dominant power within the games and consoles TV advertising market in 2012.

Year-to-date (up to November 18th), Nintendo have accounted for 24 per cent of all games and consoles Individual TVRs. One TVR equals

one per cent of a target audience. To put this into perspective, Sony and Microsoft between them control 19 per cent (although their target audiences are likely to have been more expensive to reach).

TV advertising for Wii U began teasing consumers in late October,

and between October 25th and 31st, 88 'Housewives with Children' (HWCH) TVRs were achieved. This placed it fifth in games and consoles with a nine per cent share of voice.

Spots were placed during high-rating shows delivering large family audiences, such as *The X Factor*,



MCV GameTime is provided by Generation Media
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THE NEWS IN 140 CHARACTERS

The Tweets you might have missed in the last seven days



@simoncarless The problem with Kickstarter for continuing institutions is that there's a big 'what's next?' issue after a year or so, \$-wise.
(Simon Carless, Gamasutra)
Monday, November 26th



@jamesjammcmahon Just seen someone walk away from HMV with a Wii U in a shopping bag. Only time I've ever thought "could I mug someone?"
(James McMahon, Kerrang!)
Friday, November 30th



@laurahmv Note to self: buy a cricket bat in case of London zombie invasion #ZombiU #hmvWiiULaunch
(Laura Yates, HMV)
Thursday, November 29th



@angryjedi Nice to see some Wii U positivity this morning. Now that people are actually USING them, it seems a lot are enjoying them.
(Pete Davison, GamesAreEvil)
Friday, November 30th



@iltrullo Is suffering of bleeding effect... Completed ACIII, started Far Cry 3 and four hours into it I still pretend to climb trees...
(Stefano Petruzzo, Ubisoft)
Thursday, November 29th



@Michael_Beast It has just been revealed that @IndoorHeroes [GameSpot's Chris Thomas] has programmed Siri to refer to him as Batman at the end of every question!
(Michael Thomas, GameSpot)
Friday, November 30th



@therealcliffyb I love how most developers sweat their story and IP so much yet Nintendo's like "Fuck it. Browser grabs princess, go get her Mario."
(Cliff Bleszinski, game developer)
Thursday, November 29th



@Leeairgold Very pleased Mark Dennis has got a great position at Microsoft as EMEA PR Manager. Very much deserved and a good man @MCVonline
(Lee Kirton, Namco Bandai)
Friday, November 30th



@NoMagRyan PlayStation All-Stars at work has become Sackboy vs Sackboy vs Sackboy vs someone who doesn't realise how overpowered Sackboy is and loses
(Ryan King, NowGamer)
Thursday, November 29th



@squidmania I propose we stop searching for gaming's Citizen Kane, and instead focus on finding gaming's Carly Rae Jepsen - Call Me Maybe.
(Martin Gaston, VideoGamer.com)
Monday, December 3rd

THE MOST POPULAR STORIES ON MCVUK.COM THIS WEEK

Our biggest stories for the week ending Monday, December 3rd

1. Wii U sells 40k units in the UK in its opening weekend

<http://www.mcvuk.com/news/read/wii-u-sells-40k-units-in-the-uk-in-its-opening-weekend/0107419>

2. iOS recaptures US smartphone crown thanks to iPhone 5

www.mcvuk.com/news/read/ios-recaptures-us-smartphone-crown-thanks-to-iphone-5/0107069

3. GAME now selling Steam Wallet codes

www.mcvuk.com/news/read/game-now-selling-steam-wallet-codes/0107340

4. Bully 2 has not been forgotten, Rockstar assures fans

www.mcvuk.com/news/read/bully-2-has-not-been-forgotten-rockstar-assures-fans/099463

5. \$99 Wii Mini confirmed; No internet connectivity; Is Canadian exclusive

www.mcvuk.com/news/read/99-wii-mini-is-confirmed-does-not-include-internet-connectivity-is-canadian-exclusive/0107071



PRESENTS

5 SECOND FACTS

Read and remember these stats so you can sound clever at the next Monday morning meeting

40,000

The number of Wii U units sold in the UK in its opening weekend

125m

The Grand Theft Auto series has shipped 125m units worldwide to date, according to Rockstar

60%

The black Premium Nintendo Land bundle accounted for more than half of Wii U's UK launch sales

750,000

The number of Xbox 360s sold in the US during Black Friday week

PDP designs and manufactures the Mario Kart 7 Crystal Armor for 3DS



europesales@pdp.com
www.pdp.com



GAME hires Ting for social media

Craig Ting joins the retailer from mobile firm HTC ● Koch Media appoints O'Connell as new UK social media manager ● EA founder joins Extreme Reality board



GAME | The retailer has hired **CRAIG TING** as community manager. He will be responsible for developing and nurturing GAME's growing social community.

Ting has plenty of experience in the field of community management having worked in the position of community and online marketing manager at EA and the community manager at Giffgaff. He joins GAME from a community manager role at mobile device firm HTC.

"I am really delighted to be joining GAME at such an exciting time. I can't wait to get cracking with the team, continue to cultivate GAME's social community and develop exciting new offerings for them, all to help build the UK's most valuable community of gamers," said Ting.

"This opportunity will allow me to draw on previous experience working in gaming and mobile social media, content and community – all areas I greatly enjoy. As a result I'm really looking forward to working with GAME's partners to mutually develop and share some great events and content with the highly passionate UK gaming community."



KOCH MEDIA | **MARK O'CONNELL** has become the latest addition to team Koch Media, taking on the role of UK social media manager on the company's range of games and films.

O'Connell joins Koch with experience in the games industry stretching back to 2004 when he worked for THQ as project co-ordinator.

He has also worked as The Creative Assembly's PR and online media manager on the *Total War* series.



EXTREME REALITY | Founder of Electronic Arts, 3DO and Digital Chocolate **TRIP HAWKINS** has joined the board of directors at Extreme Reality.

Hawkins joins the developer of motion and gesture technology in a role to help the company progress its market strategies and cement relationships within the games industry.

"Trip's knowledge and experience in the gaming industry is a priceless asset for our company, and we are excited to welcome him to our board of directors," said **ELAD DUBZINSKI**, chief executive officer of Extreme Reality. "His ability to help guide our strategy for the gaming industry will allow us to develop the strategic relationships necessary to accelerate our business."


Hawkins arrives with decades of experience in the industry having worked for Steve Jobs at Apple from 1978 to 1982 before founding Electronic Arts. Hawkins also founded Digital Chocolate in 2003 where he served as chief executive officer from 2003 to 2012.

"As gaming evolves, how people interact and participate in the games themselves evolves," said Hawkins.

"Motion and gesture control continues to gain popularity across the game industry, and working with Extreme Reality gives me the opportunity to play a role in this exciting new evolution of the gaming experience and make motion capture more accessible for a much broader audience."


TOTAL RECRUITMENT PWNAGE


according to
AARDVARK SWIFT



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From permanent positions to contracting.
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Peter Foreman

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Adrian Fairbrother

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What are U doing next?

The launch is done, but that's really just the first step for Wii U. **Michael French** and **James Batchelor** quizzed key Nintendo UK execs about what is still to come

SICK OF U-based pun headlines in *MCV*?

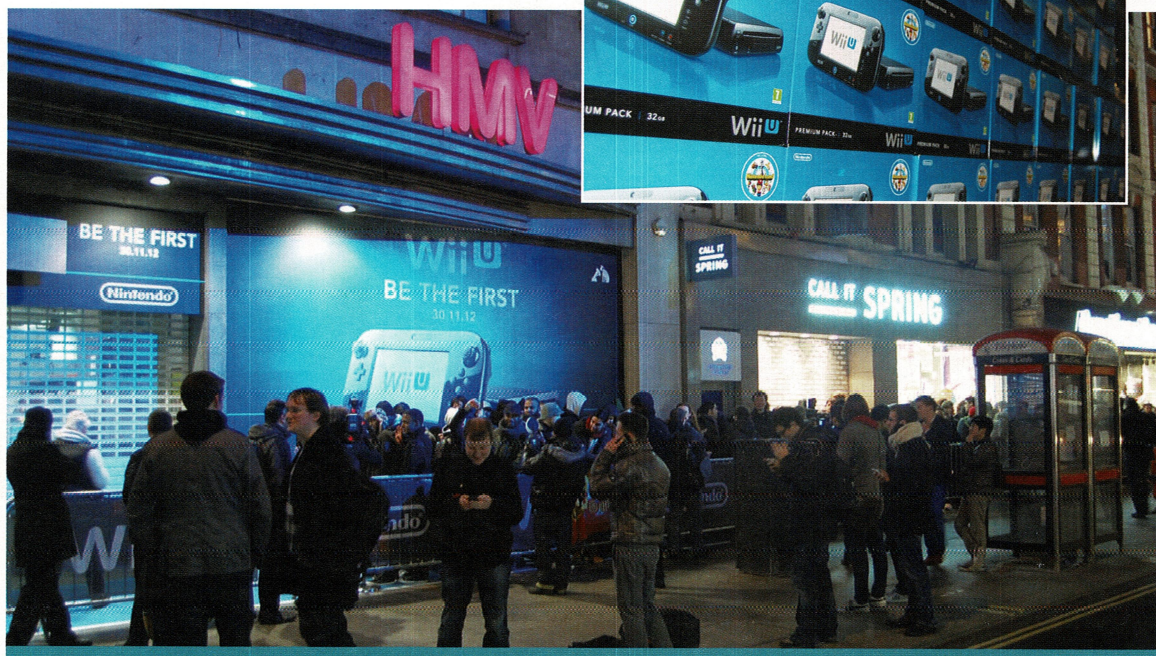
Well, get used to it.

Although we've used 10 of the blighters on the cover and inside the magazine since the Wii U's unveiling at E3 2011, last weekend's launch appears to have been a strong showing.

And that means U are going to see more word-gags about this new console as Nintendo's new platform beds in. See?

But seriously. What is Nintendo doing post-launch to maintain momentum in the run-up to Christmas?

We asked Shelly Pearce, James Honeywell and Andy Yates to find out. U should read on. (Sorry.)



THE POST-LAUNCH MARKETING PLAN



SHELLY PEARCE,
UK MARKETING DIRECTOR

What can we expect from the marketing campaign now the console is out?

Post-launch we will be focused on providing people with the opportunity to play and experience Wii U for themselves.

We will be continuing our sampling campaign both in shopping centres and also with



We are aiming to create a video bank where people can see for themselves what people think about Wii U.

interactive units within retail. At these events we will be filming people's reactions once they have played and uploading them to our

YouTube channel www.youtube.com/whatiswiiu. And in the future we will be encouraging people to share their own experiences on Wii U via this channel.

We are aiming to create a huge video bank where people can see for themselves what people think about Wii U. We will also be continuing our TV campaign with more software focused TV ads and working with retail to ensure strong in-store and online presence.

There are no other major games releases on the calendar for the rest of the year once Wii U is out. What kind of opportunity does that present you?

This peak season we have already seen some really strong titles launching across the industry and from November 30th onwards we will be really focused on getting as much Wii U stock into store to ensure everyone has a great Christmas.

SOFTWARE STRATEGY



JAMES HONEYWELL,
HEAD OF CONSUMER MARKETING

We've had a horrible year at UK games retail. Is Wii U a turning point?

Absolutely. A new piece of hardware makes people very excited. Hopefully people will go out there and buy lots of games. Ultimately we want to have a good Christmas, and I'm sure all the retailers want to have a good Christmas too. Having something like this so close to that season will work for everyone.

There were 24 launch titles. Just two were from Nintendo. How are you working with third parties?

Depends on the individual publisher, what kind of games they have, what kinds of exclusivity deals they might have, but we've really been trying to integrate with them. We've included their advertising in and amongst ours. If you go to our sampling activity, you'll find their titles as much as you'll find our own. We've been working with their communities to make sure their most avid fans are getting the chance to play their games on our format.

Our third party publisher partners are very important to us. They offer games that we don't offer and it's about having a breadth of titles, having something for everyone, whether they're a casual or hardcore gamer, we want to make sure we have all the titles that you want.

It's always been true of Nintendo products that it's all about the hands-on experience. So if we can get people to come down and have a go, then buy one themselves and show it to their friends and family, that's the key to making it a great launch.

What steps are you taking to build momentum beyond Q1?

Nintendo always makes sure it launches games throughout the year. We don't really focus particularly on Christmas. We've got a strong line-up all the way through the year. We always have the marketing to support that. We have plans to take sampling all the way through the year. For us, it's not just about launch, it's about building momentum and maintaining that over a long period of time.

RETAIL RESPONSE



ANDY YATES,
UK SALES DIRECTOR

How have you involved retail in the excitement in the run-up to launch and beyond?

Store managers have been crucial to building excitement and the timing of the retail autumn conferences proved to be a perfect platform for driving advocates of



exciting campaigns. We also have interactive pods strategically placed in-store and Wii U branding emerging online and in-store.

“Early visibility of January deliveries is still unconfirmed therefore our message to is that stocks remain tight.”

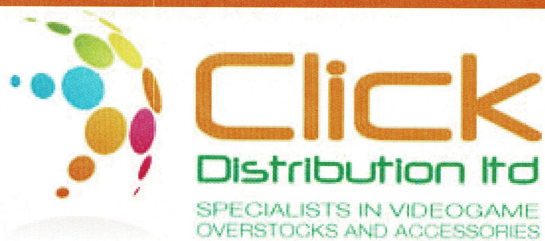
Wii U triggering a surge of excitement moving into peak season as managers got hands on with the new console.

Pre-order campaigns have been the cornerstone of the retail strategy in the run up to launch and the trade have responded brilliantly with really visible and

Can you give us an update on what stock availability will be like in the run-up to Christmas? Will that change in the New Year?

Although stock of Wii U will be tight for the launch date, we have always been confident about improved availability for Christmas and this confidence will prove to be justified over the next four weeks as regular shipments of Wii U arrive in the trade throughout December.

Early visibility of January deliveries is still unconfirmed therefore our message to retail is that stocks will remain tight.



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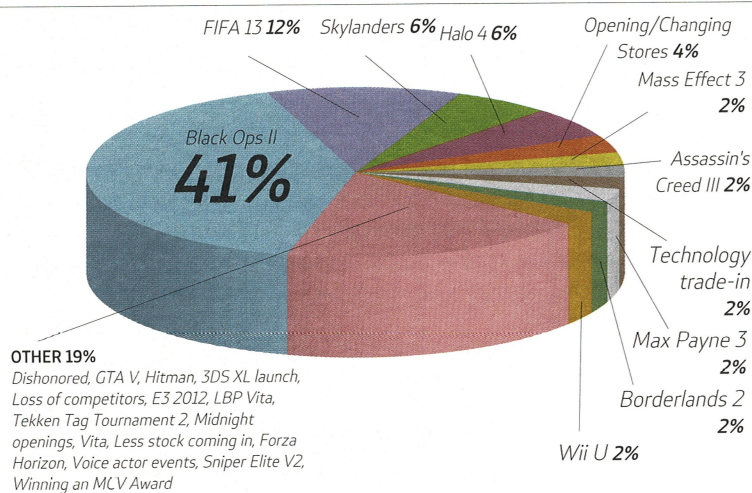
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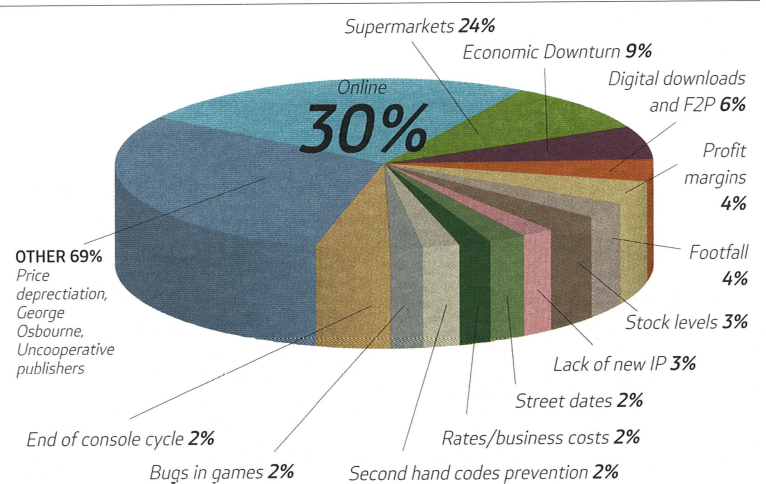
The word on the Street

MCV quizzes over 100 retailers from around the UK – from nationwide specialist chains to independent stores – about the highs and lows of 2012 and their hopes for the games market in 2013

WHAT IS YOUR HIGHLIGHT OF 2012?



WHAT ARE THE BIGGEST PROBLEMS FACING GAMES RETAIL?



THERE MAY be debate as to whether the series is losing its edge, but there's no doubt *Call of Duty* is still No.1 with retailers. *Black Ops II* was championed by 41 per cent of our surveyed stores, far outperforming the second favourite *FIFA 13*, which got 12 per cent of the vote.

And it wasn't just new releases that pleased retailers this year. Many reflected fondly on opening new stores, midnight launches and other events and branching into technology trade-ins.

Wii U only garnered a modest slice of the vote. However, the survey was conducted before the console's release, so retailers had no time to judge. Instead, this is based on pre-orders and anticipation.

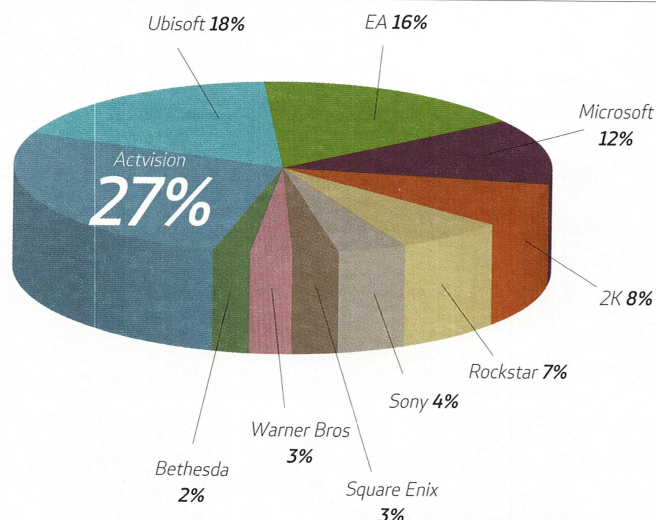
ONCE AGAIN, the greatest challenge retail faces is... retail. More than half of the High Street decried the increased competition between specialists, supermarkets and online retailers.

Interestingly, the number of store managers citing supermarkets as their biggest problem remained flat at 24 per cent – the same response as last year. But online retailers have clearly upped the game in the past 12 months, going from eight per cent in our 2011 survey to 30 per cent this year. One participant specifically referred to "the power of Amazon".

Elsewhere, the finger of blame pointed to the financial climate, as well as the growing popularity of both download games and the free-to-play sector.

RETAIL SURVEY 2012

WHICH GAMES PUBLISHER HAD THE BEST QUALITY AND ATTITUDE TO RETAIL IN 2012?

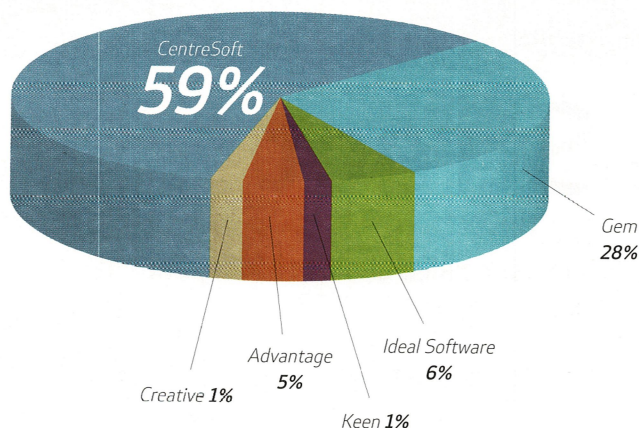


ACTIVISION won over more than a quarter of participating retailers, no doubt thanks to both the success of *Call of Duty* and toy phenomenon *Skylanders*. It's a dramatic change from last year, when the publisher took just five per cent of votes.

Regular favourite Ubisoft holds second place after a solid year with *Assassin's Creed III*, *Ghost Recon: Future Soldier* and *Just Dance 4*. It won 18 per cent of votes, followed very closely by *FIFA* publisher EA with 16 per cent. All were thanked for their continued support, although some stores claimed that broadly publishers had been less helpful this year.

Microsoft was the most popular of the three platform holders, with 12 per cent of retailers championing the firm for the continued success of the Xbox 360 and the release of *Halo 4*. Despite the debut of the PlayStation Vita, plenty of first party games and a new, more affordable PS3, Sony only took four per cent of votes. Meanwhile, Nintendo – which took the biggest share in last year's survey – is nowhere to be seen. Perhaps this will change next year as the Wii U finds its feet.

WHICH UK DISTRIBUTOR WOULD YOU COMMEND FOR OUTSTANDING SERVICE?



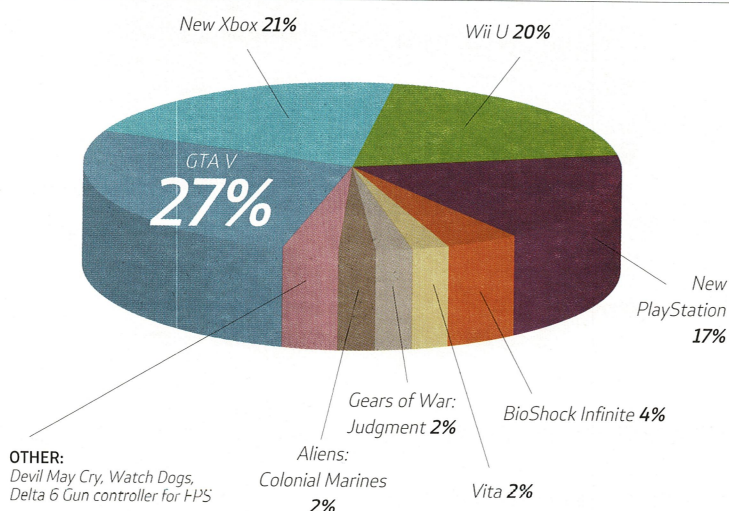
CENTRESOFT continues to dominate the distribution sector with more than half of voters thanking the UK firm for its service over the past 12 months. The distributor handles releases from key publishers such as Activision, EA, Sony, Sega and Warner Bros, all of whom have released some of the best-selling titles of the year, including *Call of Duty*, *FIFA*, *LEGO Batman 2* and the Olympics tie-in games.

Gem also fared well, taking more than a quarter of the vote, just as it did last year. The distributor handles releases for Ubisoft, 2K Games, and of course platform holder Microsoft. Other key players mentioned include Advantage, Creative, Keen and Ideal Software.

Last year, many independent retailers opted out of this question due to a "lack of support for indies", but MCV received no such complaints in this year's survey. Hopefully this means distributors have dedicated more time to looking after the nation's smaller games stores.

Also a change from last year, no retailers named supermarkets as their favourite distributor, having bought their stock from grocers in the past.

WHAT NEW CONSOLE, GAME OR ACCESSORY ARE YOU MOST LOOKING FORWARD TO OVER THE NEXT 12 MONTHS?



GRAND THEFT AUTO is top of retailers' wishlists for 2013, with 27 per cent eagerly waiting for the release of Rockstar's next epic. *GTA V* outperformed all other games, and even the next generation of hardware.

Beyond the next *Grand Theft Auto*, the most anticipated games of 2013 all fall within Q1, including *BioShock Infinite*, *Aliens: Colonial Marines*, and *Gears of War: Judgment*.

However, it is new consoles that the High Street is desperate for, as a combined 58 per cent of store managers said they were most looking forward to the next Xbox, PlayStation 4 and increased activity from Wii U. Each of the three took a relatively even share of the votes.

Retailers are also looking forward to more releases and activity from PlayStation Vita, with one predicting the handheld would be treated "like a new console" in 2013.

There are of course still pessimists out there. When asked what console or game they were most looking forward to, one retailer replied: "None of them, because we won't make money on a single one."

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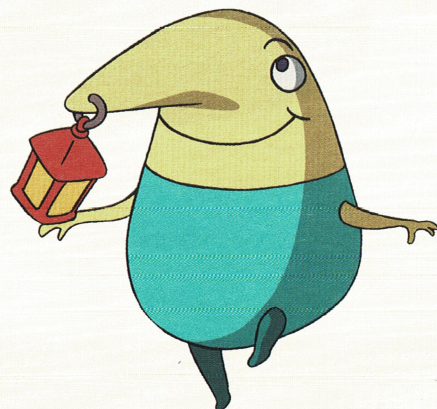
ACTIVISION

Skylanders and Portal of Power sold separately.
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"Those with a PS3 and a penchant for Studio Ghibli's artistic beauty are in for a real treat when Level-5's Ni No Kuni appears next year"

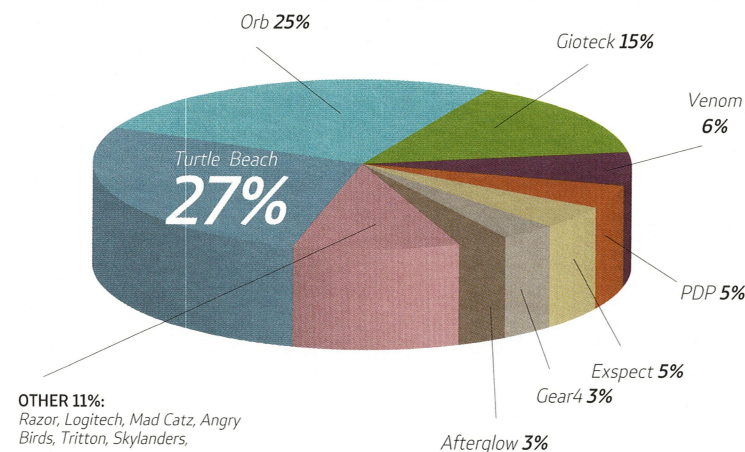
The Independent



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RETAIL SURVEY 2012

WHICH THIRD PARTY PERIPHERAL FIRM HAS PROVIDED YOU WITH THE BEST SALES THIS YEAR?



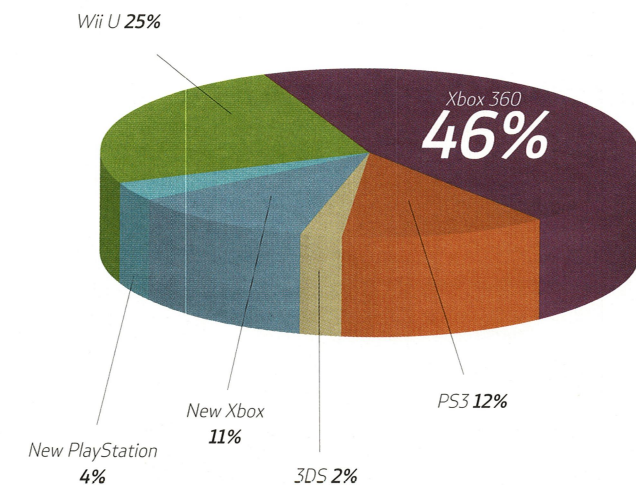
HEADSETS continue to drive the accessories sector, with market leader Turtle Beach winning 27 per cent of votes in this year's survey. It's almost on par with the vendor's approval rating last year, when it received 28 per cent of votes. Turtle Beach has seen high demand for its product in the UK this year, prompting its acquisition of UK distribution partner Lygo.

It was followed closely by Orb, which took a quarter of the votes. A key feather in this firm's cap is its partnership deals with select retail chains such as Blockbuster, with Orb accessories the primary products available in these stores. Gioteck – also noted for its gaming headsets – fared well with 15 per cent of votes and was the only other peripherals brand to win more than a tenth of the votes.

In addition to specific vendors, retailers also cited strong sales of merchandise from popular brands such as *Angry Birds* and *Skylanders*.



WHICH GAMING HARDWARE DO YOU EXPECT THE BEST SALES PERFORMANCE FROM IN 2013?



RETAILERS are looking to Microsoft for the majority of their sales next year, with almost half of our surveyed stores claiming Xbox 360 will be the best-selling console of 2013.

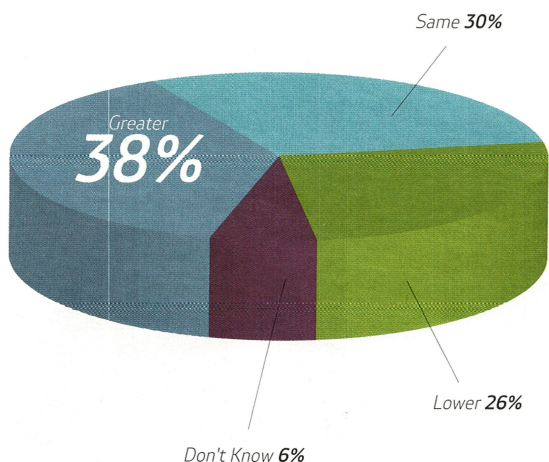
The seven-year-old machine is expected to outsell new Nintendo platform Wii U, which came in second with 25 per cent. PS3 only claimed 12 per cent of votes, while the original Wii failed to raise a mention – perhaps because of the anticipated arrival of new consoles.

That said, there were low expectations for the new Xbox and PlayStation. Little is known about these consoles, including whether or not they will even land on shelves next year. While many store managers put the next generation high on their wishlist, they do not expect significant sales from new consoles in 2013.

However, it is the handheld sector that is expected to generate the fewest sales. Only two per cent of retailers had high hopes for 3DS, while none mentioned Sony's PlayStation Vita.

The PC is also notable for its absence.

DO YOU PREDICT YOUR XMAS TAKINGS WILL BE GREATER THAN, SAME AS OR LOWER THAN LAST YEAR?



THE MARKET may have been tough throughout 2012, but the High Street is confident things will perk up this Christmas.

38 per cent of retailers believe their takings over the holidays will be higher than in 2011 – a marked improvement since last year's survey, when a third of retailers expected to see their seasonal sales fall.

The mood has no doubt been improved by a steady release of triple-A games throughout Q4, such as *FIFA*, *Call of Duty*, *Halo*, *Assassin's Creed*, *Hitman* – not to mention the release of Nintendo's newest console Wii U.

A further 30 per cent of store managers expect similar takings when compared to last year, suggesting market decline may not have been felt as heavily as people think, while just over a quarter expect a worse performance over Christmas.



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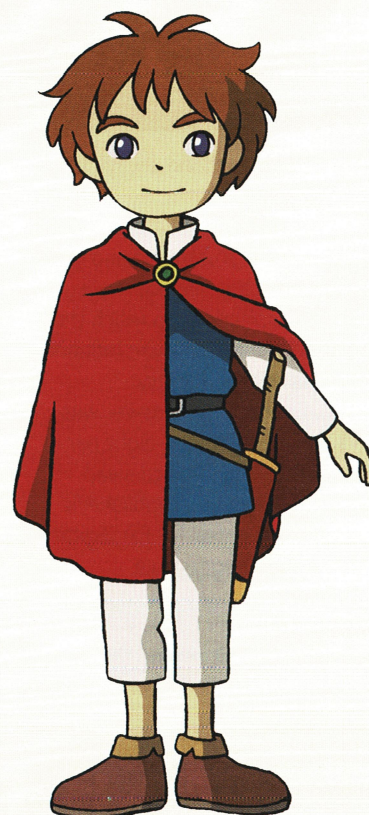
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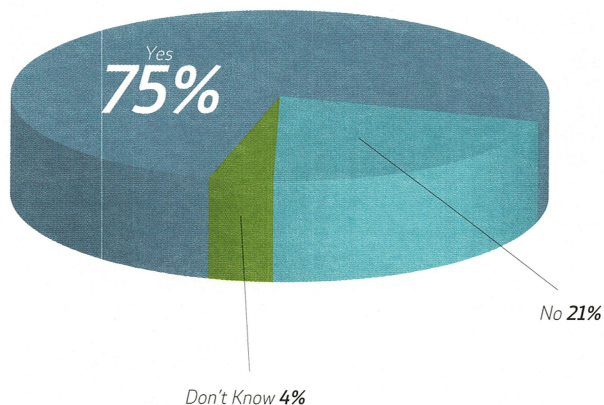
"Ni No Kuni is the best looking game on the Playstation 3"
Games TM



25TH JANUARY
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RETAIL SURVEY 2012

DO YOU FEEL CONFIDENT ABOUT THE HEALTH OF YOUR BUSINESS MOVING INTO 2013?



THE MOOD in the market was understandably bleak this year, but retailers are much more optimistic about the next 12 months.

A whopping three quarters of the store managers we surveyed believed their business would thrive in 2013, driven by the promise of new consoles, growing momentum from Wii U, 3DS and Vita, and a promising line-up that includes *BioShock Infinite* and *Grand Theft Auto V*.

However, some added the caveat that this positive attitude was not indicative of the overall state of the market. One manager told us: "I would say that in our business, yes [we're confident], but in the industry as a whole, it's 50/50."

Sadly, more than 20 per cent of the participating retailers were far more pessimistic, with some commenting that they would be lucky to see the end of the year. Given the declines seen across the market this year, there's no denying that the UK industry is still in for some tough times, but hopefully a packed Q1 release slate and the ongoing launch of Wii U will help distance 2013 from the trials of 2012.

IF YOU COULD HAVE ANYONE ELSE'S JOB IN THE INDUSTRY, WHOSE WOULD IT BE?



OUR FINAL question always lends itself to some creative answers and this year certainly didn't disappoint.

Once again, frustrated and good-humoured store managers alike revealed aspirations to reach the upper echelons and more influential positions of the industry.

The most popular answer was EA's John Riccitiello – eight per cent of retailers want to swap places with the *FIFA* publisher's boss. Others opted for EA digital EVP Kristian Segerstrale.

Conversely, many participants want to take over EA rival Activision and sit behind the desk of Bobby Kotick or "that bloke who's

always presenting the *Call of Duty* presentations" (we later established they meant CEO Eric Hirshberg). One retailer even wanted to bring the publishing giant down from the inside: "I want to be the guy in charge of *Call of Duty* – then I'll stop making them."

There were also a number of managers that admire the work of Japanese industry icons such as Nintendo legend Shigeru Miyamoto, *Metal Gear* creator Hideo Kojima, and Sony Worldwide Studios boss Shuhei Yoshida.

And we still have retailers who want to be former Microsoft chief Bill Gates – though perhaps that's

because billionaire Gates has technically retired.

Some wish to stay in retail, although they would rather have a more senior role, whether its games buyer or head of a chain like GAME CEO Martyn Gibbs, HMV chief Trevor Moore or Grainger Games boss Stephen Bowyer.

As always, some long to be games testers and games developers, to have a hand in making the games that they enjoy and sell.

One flatterer even said they wanted to be an MCV Staff Writer. Great, you can do next year's retail survey for us.

STORES SURVEYED INCLUDED

24/7 Games (Maidenhead)
 A 2 Z Gamez (Keighley)
 Asda (Reading)
 Awesome Games (Walthamstow)
 Backyard Games (Brechtin)
 Blockbuster (Basingstoke, Bristol, Fallowfield, Manchester, Gloucester, Gosport, Gravesend, Letchworth, Loughborough, Maidstone, Reading)
 Chips
 Console Connections (Truro)
 Console Games Ltd (Birmingham)
 Eclipse Home Entertainment (Blackpool)
 Ego (Newtown)
 Excite Games (Guisborough)
 Extreme Gamez (Ashby)
 Fusion Games Exchange (Otle)
 GAME (Barry, Brighton, Cambridge, Enfield, Great Yarmouth, Harlow, Hereford, Huntingdon, Northampton, Peterborough, Portsmouth, Reading, Scunthorpe, Stevenage, Taunton)
 Game Dojo (Lyntham St. Annes)
 Game On (Saffron Walden)
 Game World (Hinckle)
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 Gamesseek
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 Grainger Games
 GXE Web (Blackburn)
 Gynx Retail (Basingstoke)
 Heroes Hideout (Hull)
 HMV (Barnsley, Colchester, Croydon, High Wycombe, Teeside, Worcester)
 Home Connection (Glasgow)
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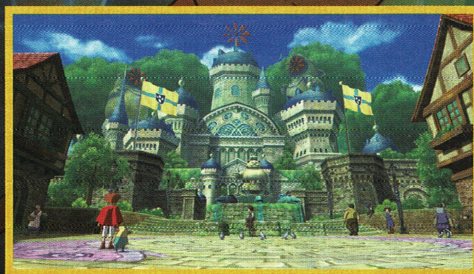
STEP INTO AN ANIMATED
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Ni no Kuni

WRATH OF THE WHITE WITCH



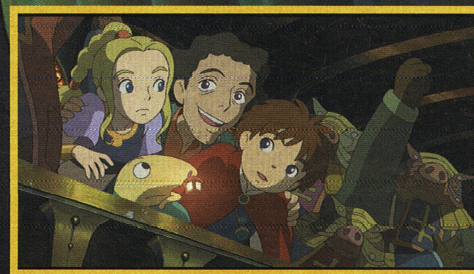
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Better the Devil you know?

Capcom has taken a risk with its fifth *Devil May Cry* game by rebooting the franchise and farming out development to UK studio Ninja Theory. The decision irked loyal fans – so ahead of the game's January launch **Christopher Dring** quizzed US and European marketing boss Michael Pattison about winning over the die-hard fans



Why did you pick Ninja Theory to build the new *Devil May Cry*?

Where *Devil May Cry* was lacking before was really character and story. And based on the work Ninja Theory has done on *Enslaved* and on other titles, we felt that is where they would be bringing something to the table. Japan was interested to see what another developer would do in terms of their interpretation of *Devil May Cry*. Ninja Theory's first pitch to Capcom was very much what it thought Capcom wanted to hear; an extension of *DMC 4*. We said no to that and asked the team to come back with something fresh. It is a creative industry and it is our job to try and do some new things, even if it is a franchise that has been going for more than 12 years now.

There was a fan backlash to the new developer and the new direction, even the hero's hairdo. Have you turned the tide on that extreme opinion?

I'd never say we've turned the tide, because that would be too arrogant and presumptuous. There is always going to be a core fanbase that will question our intentions. Whenever you try and change an established franchise, you are always going to upset a few people. There will be concerns raised. And that's completely understandable. We feel there is more confidence amongst people that have gone hands-on. We have had people going hands-on over the last few months, including Eurogamer Expo. And we have just released a demo.

How important was it that *Devil May Cry* got a reboot?

The last *Devil May Cry* sold well. But we felt like it had hit a ceiling in terms of where we could take it in its current direction. It was good on Capcom to take a risk with it. People are more comfortable with

Capcom's Pattison says it was important to reboot *Devil May Cry* to keep the franchise fresh

being risk averse and doing the same old status quo. At the end of the day, if you repeat that cycle you will get a volley of abuse from consumers because you're not bringing anything new. The challenge is maintaining the core experience but building around that more value and point-of-interest.

Did the initial fan outcry impact the game's development?

We had an inner confidence that once gamers got their hands-on with the game they would feel more comfortable that what they know and love about *Devil May Cry* is going to be there. But it is a challenge. You have started a new relationship with a third party developer, and then you find yourselves in the middle of a tumultuous response from certain fans. It did raise conversations internally in terms of what we have to hold true to a *Devil May Cry* game, and we can't go too far off that in terms of what we wanted to achieve.

How far were you willing to let Ninja Theory go with the game?

Capcom didn't just hand it over and walk away. We worked in parallel. We had a roundtable with Ninja Theory about where we thought they could take a fresh look, but also holding onto the core *Devil*



Devil May Cry is a critical franchise for Capcom and we want it to exceed the sales of DMC 4.

Michael Pattison, Capcom

May Cry experience. Otherwise you might as well create a new brand.

What are your expectations for the reboot?

We are all aware that the market is challenging at the moment. But

DMC is a much-loved franchise, it has been going since 2001, we have done over 11m units and we are only our fifth iteration, so we haven't saturated the market with annual releases. There is going to be a pent-up demand for the game, we have a sizeable marketing campaign. *DMC* is a critical franchise for us. We are going to look to exceed sales against *Devil May Cry 4*.

Do you feel the series will have a more Western appeal now that it is made in the UK?

Devil May Cry has always sold better in the West than it has in Japan. There was never a commercial decision to Westernise it. It was more just a question about where we could go to bring something different to this franchise and we thought that if we kept it developed internally, we wouldn't challenge ourselves and we'd be too wedded to what we have done before. That is why we pitched it out to Western developers.

How are you feeling about the Q1 release window?

Because we had *Resident Evil 6* out on October 2nd, we wanted to move *DMC* and give it the time it deserves. The game is ready. We're very happy with the quality. We have done games in January in the past, like *Lost Planet*, so we are comfortable with that as a window. People will come out of Christmas with money in their pockets to buy the best game that is out in that timeframe. February has turned out to be busy, so we are happy with our choice.

How does your marketing compare to previous DMC campaigns?

It's more aggressive. We have been spending money across the cycle, and it has been a longer cycle than before. And we have been spending money earlier to try and engage people. The drive has been to work on the pre-orders. From an above-the-line perspective, we will be spending adequately across print, online, TV and cinema.



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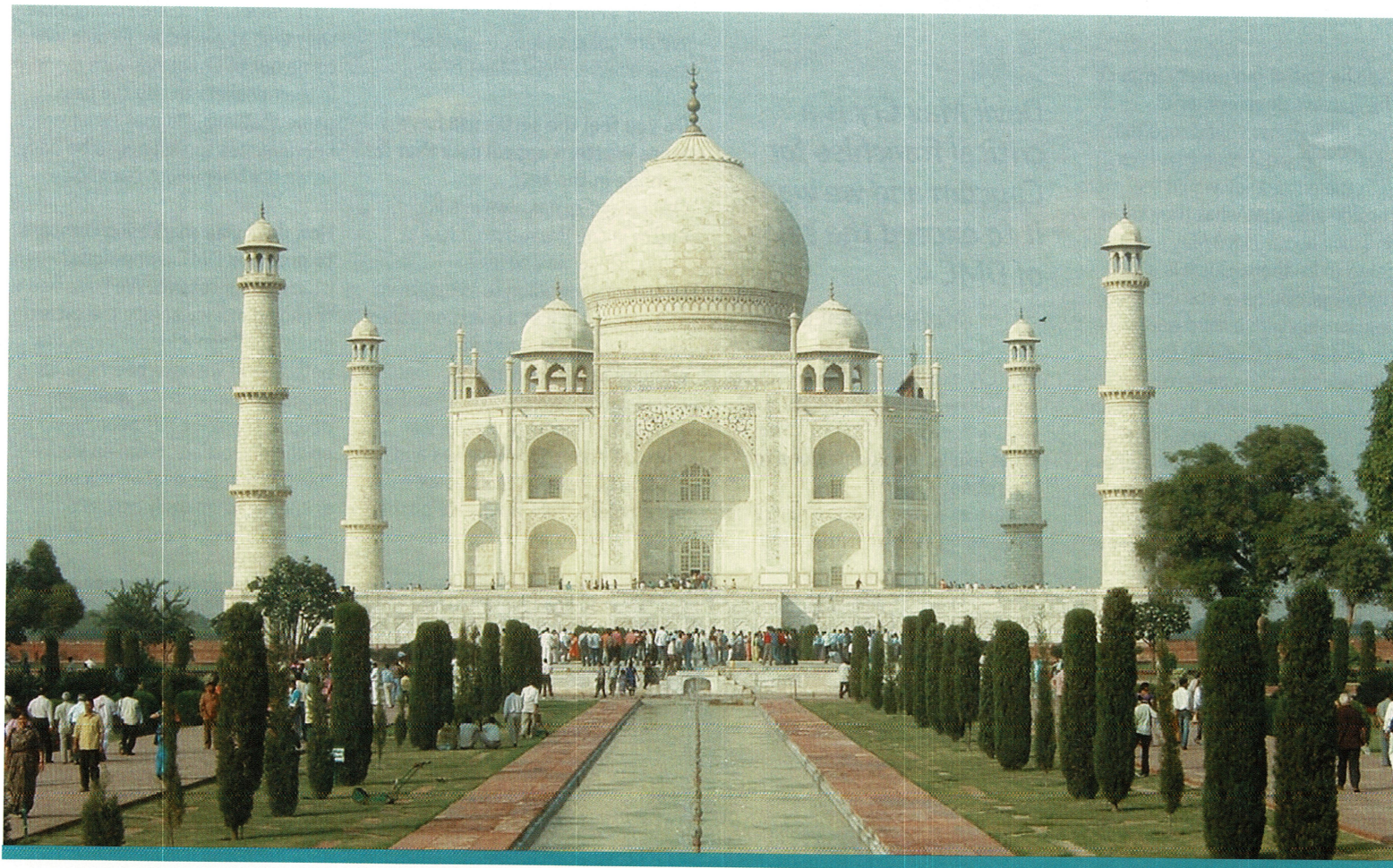
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Territory Report: India

Described by analysts and local retailers as a land of opportunity, India has seen significant development in the last few years. **James Batchelor** finds out why the world should take this Asian market more seriously



Previously a niche market within Indian culture, gaming is now becoming higher profile.

Chris Stanton-Jones, Catapult

CHANGE is occurring in the Indian video games market.

A few years ago, the past-time was largely the realm of PC owners and core gaming enthusiasts. But the recent evolution of the nation's retail landscape and diversification of the market means that games are becoming more widely accepted as a major form of entertainment.

The growing mall culture has facilitated the rise of specialist games retailers, which in turn has created opportunities for midnight launches and other events that raise awareness of the industry.

It helps that India is one of the largest economies in the world – and, crucially, one that is still growing – and the nation's high population means gaming has a potential audience of well over one billion people.

However, there are still many economic hurdles to overcome,

INDIA: THE FACTS



[INDIA]

Population: 1,210,193,422

Currency: Rupee

GDP (Per Capita): \$1,388

Capital City: New Delhi

Languages: Hindi, English

Game4U, Games The Shop, Jumbo, Landmark, Letsbuy.com, Nextworld.in, Origin Games, Planet M, Reliance Retail, Sony Worlds, Shivam

KEY RETAILERS:

Croma, Crossword, E Zone, Flipkart.com,

MAIN DISTRIBUTORS:

Milestone Interactive, E-xpress Interactive, Worldwide CD ROMS

INDIA: AT A GLANCE

MCV India editor Sameer Desai provides an overview of the market:

There's been a lot of buzz around the Indian game development industry over the last year or so. The country's fast-growing mobile userbase and the rise in smartphone sales have seen studios mushrooming all over India in pursuit of 'the next *Angry Birds*'.

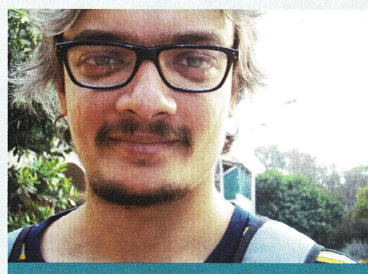
That was a common phrase heard around November's NASSCOM Game Development Conference, which painted a rosy picture of where game development in India was headed.

However, **India has yet to create a single game to garner international acclaim**, and the only Indian gaming companies known abroad are those that specialise in outsourcing services. Yellow Monkey Studio's *Huebrix* is the only Indian game to stand out in recent times, and although sales didn't match the team's expectations, the puzzler received a positive critical reception internationally.

Specialist video game retailers are popping up both online and off. Game4u and Games the Shop have stores across several major cities in India, and large format retailers such as Landmark are showing renewed interest in the gaming segment.

We've also recently witnessed the launch of India's first digital games

service from Game4u. Downloads4u is still in beta and its catalogue limited, but it's the first indication of India taking note of international trends. India is a long way away from openly



FIFA 13 launched with long lines and packed stores, the stuff we only read about in the Western press.

Sameer Desai, MCV India

adopting digital distribution though, thanks to the poor broadband infrastructure. **Retail remains king, and is likely to stay that way while the PS2 is still the best-selling console.**

A by-product of all the enthusiasm around retail has been the midnight

launches we've seen for big releases like *Max Payne 3*, *Assassin's Creed III* and *Hitman*. None of those compared to the reception *FIFA 13* received though: **long lines and packed stores, the sort of stuff we're used to only reading about in the Western press.**

The downer is the issue of pricing. While prices are expected to drop towards the end of a console cycle, both hardware and **software prices in India have been steadily on the rise.** Microsoft recently hiked the price of the Xbox 360, while Sony released the new 12GB variant of the PS3 with no reduction in price. Game prices are also up significantly thanks to the weak Rupee and unfavourable changes to customs duty regulations. This should be alleviated partly with Sony set to begin manufacturing PS3 games in India soon.

These price hikes strengthen the brand-loyal behaviour of the Indian gamer. New IPs rarely stand a chance in the market. *FIFA* was unsurprisingly the biggest seller over the last six months at Flipkart – India's largest games retailer, but in second place was *GTA IV*, a 2008 release. *GTA* is a massive franchise in India, but **these *GTA IV* numbers four years after release are a sign that new gamers aren't just playing *Angry Birds*.**

according to Anand Khemani, CEO of distributor E-xpress Interactive.

"India is a price-sensitive market," he explains. "The lower per capita income, plus all the taxes and duties, push costs further and make the SRPs steeper. We have worked on very thin margins this year trying to achieve the best possible SRPs so that the market can grow.

"We work with the government bodies and custom authorities to bring the situation on their radar."

Home consoles are still a small force in the market, while mobile gaming has become very popular.

Despite smartphones being too expensive for most consumers, the penetration rate of Java means there are plenty of opportunities in the sector. In fact, EA generates \$4m to \$5m per year through mobile games in India.

There is also growth in the world of social gaming, with more than 40 per cent of Indian Facebook members using it to play games. Research suggests India could become one of



Midnight launches for major games are becoming more commonplace in India

We have worked on very thin margins this year trying to achieve the best possible SRPs so that the market can grow.

Anand Khemani, E-xpress Interactive

the Top Five countries in the world for social gaming in just three years.

And while poor broadband hinders progress, there is growing demand for digital games and content.

"With digital era around the corner, there is a shift in buying boxed products from brick-and-mortar retailer to online stores," says Milestone CEO Jayant R Sharma. "It will not take much time in shifting from buying physical games to buying the content digitally at a better price."

ANALYST'S OVERVIEW

by Chris Stanton-Jones



PREVIOUSLY a niche market within Indian culture, gaming is now becoming higher profile. Key factors driving this include the

entrance of many casual gamers starting on mobile or online games, lower-priced consoles bringing in lower-income consumers, Indian-flavoured software, and the introduction of family gaming via Kinect and Move.

Organised retail continues to grow and the top seven accounts now make up around 30 to 40 per cent of all software business. The largest accounts are still Croma, Planet M, Landmark, Crossword and Reliance Retail.

There are a growing number of dedicated gaming stores, particularly those managed by local distributors. Games the Shop (run by E-xpress) and Game4U (run by Milestone) are two of the largest and both have seen good growth in recent years.

There is also significant growth of number of games sold via e-tailers, which now represent roughly five per cent of the market. This has grown substantially from a previously low base – no more than 0.5 per cent in 2009.

India is a cash-based society, so e-tailers offer payment on delivery, as well as free delivery. Some of the best known companies are Flipkart.com (the 'Indian Amazon') and Game4U.com (owned by distributor Milestone).

The software market is still growing but at a smaller rate than in previous years. The large growth experienced in previous years – averaging at 40 to 50 per cent – has been tempered by a stuttering economy and general consumer buying caution.

A blockbuster PS3 title can now achieve over 10,000 unit sales, with the lifetime ceiling fast approaching 20,000 units for the biggest titles.



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The biggest brains in the UK games industry gathered at a plush London bar this week to take part in the Christmas Xbox 360 MCV Quiz. And, as ever, Microsoft and our round sponsors are offering you, the loyal magazine reader, a chance to win the same prizes on offer to the beautiful people who attended the event

THE BOOTY BANK

Courtesy of Big Quiz sponsor Microsoft and five round sponsors, one lucky winner will bag this lot





1) CORRIE'S HELEN FLANAGAN, DARTS LEGEND ERIC BRISTOW AND DOCTOR WHO'S COLIN BAKER STARRED IN THIS YEAR'S SERIES OF WHICH REALITY TV SHOW?

- A) *I'm A Has-Been, Need Attention*
- B) *I'm A Celebrity, Get Me Out Of Here*
- C) *I'm Bored, Change The Channel*



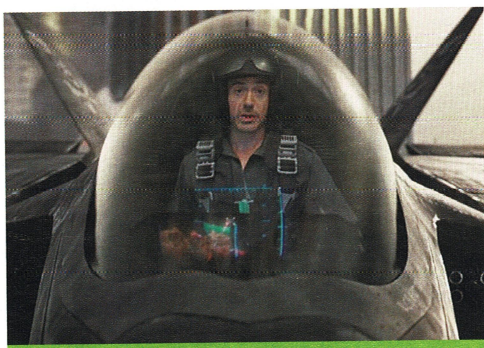
2) ANGUS T JONES BRANDED THE TV SHOW HE STARS IN AS 'FILTH' LAST MONTH. WHAT IS THE SHOW?

- A) *Two and a Half Men*
- B) *Absolutely Fabulous*
- C) *Antiques Roadshow*



3) HOW LONG DID ROBERTO DI MATTEO LAST AS CHELSEA MANAGER?

- A) 26 hours
- B) 2.6 years
- C) 262 days



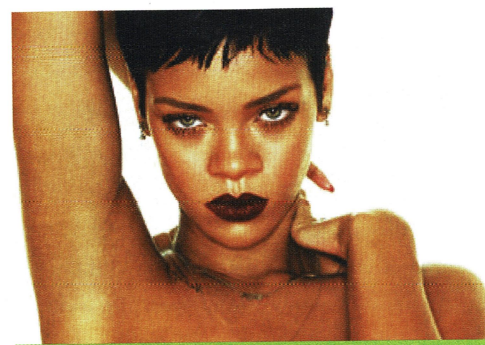
4) WHICH A-LIST MOVIE STAR APPEARED IN THE CALL OF DUTY: BLACK OPS II AD DIRECTED BY GUY RITCHIE?

- A) *Robert Downey Jr*
- B) *Brian Blessed*
- C) *Bobby Kotick*



5) WHAT VIDEO IS THE MOST WATCHED ON YOUTUBE?

- A) *The Hamster Dance*
- B) *The sneezing baby panda*
- C) *Gangnam Style*



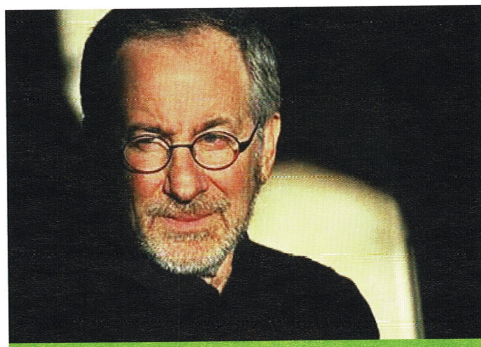
6) WHICH FEMALE POP SINGER HAS JUST SECURED A THIRD CONSECUTIVE UK NO.1 ALBUM?

- A) *Madonna*
- B) *Girls Aloud*
- C) *Rihanna*



7) HOW MUCH WAS THE ROLLING STONES REPORTEDLY FINED FOR BREAKING A CURFEW AT THE O2 ARENA?

- A) £200,000
- B) £1.39p
- C) *Two goats*



8) WHICH FAMOUS MOVIE DIRECTOR WAS TURNED DOWN WHEN HE OFFERED TO DIRECT JAMES BOND?

- A) *Steven Spielberg*
- B) *Tim Burton*
- C) *Alfred Hitchcock*



9) WHICH BBC SATURDAY EVENING TV SHOW IS COMING TO AN END AFTER ITS CURRENT SERIES?

- A) *Doctor Who*
- B) *Eastenders*
- C) *Merlin*

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THE TOY FAIR IS 6



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RECOMMENDED

Your guide to games retail including previews of upcoming titles, the weekly release schedule, charts and more



p30

SPIRITED AWAY

Developer Level-5 teams up with Studio Ghibli for this title about a boy trying to bring his mother back to life

32 THE SETTLERS ONLINE

The popular title becomes the latest free-to-play game to make the move to a boxed retail release

32 WARRIORS OROCHI 3 HYPER

Tecmo Koei's hack and slash franchise makes its Wii U debut in a title that boasts new playable characters

34 DVD & FILM

This week we take a look at *Total Recall*, a remake that swaps Arnold Schwarzenegger for Colin Farrell

THE NAME Studio Ghibli will ring bells with film fans having created some of the most visually stunning animated cinema of recent times. Now the company is making its video game debut by doing the artwork for *Ni No Kuni: Wrath of the White Witch*.

Level-5, the studio behind the popular *Professor Layton* series, has teamed up with Studio Ghibli to bring consumers an adventure about a boy who travels to a parallel world in a bid to bring his mother back from the dead.

"*Ni No Kuni* is one of those rare titles that comes along every few years and grabs everyone's attention. It's a showcase title for the PS3 and it has the same wow factor as a typical well developed PS3 game like *Heavy Rain*," says Lee Kirton, head of UK marketing at Namco Bandai.

"We have strong expectations for the game due to its obvious quality, beauty and exclusivity.

"It's a wonderful adventure available on the perfect format for the right audience and it's epic storytelling at its best."

SPIRITED AWAY

Players step into the shoes of Oliver, a young boy who finds that a toy given to him by his mother comes alive when it comes into contact with his tears. The toy reveals itself to be a fairy named Drippy and the duo venture into *Ni No Kuni* to bring Oliver's mother back to life.

When in the parallel world, players can make friends out of the wide array of creatures inhabiting the space and even use them in the heat of battle.

"Everyone at Namco Bandai is excited about *Ni No Kuni* because it's a work of art," says Kirton.

"The work that Level 5 and Studio Ghibli have invested into this title and the localisation, game play, music and story-telling really deliver something truly magical and different to other game experiences in the market today."

Ni No Kuni: Wrath of the White Witch lands in January but for consumers eager to check out the game, a playable demo launched on the PSN store earlier this week.

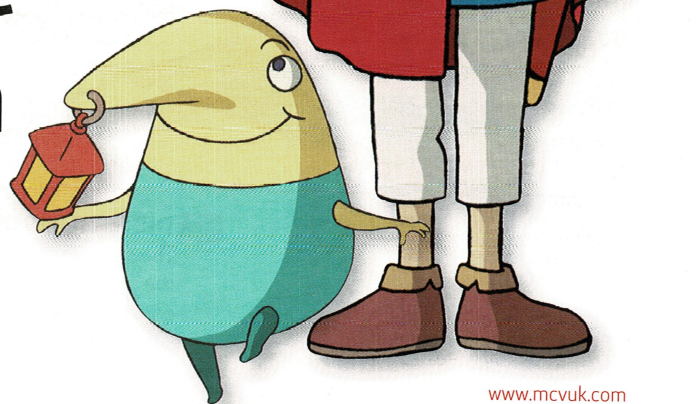


Ni No Kuni is a work of art.

Lee Kirton, Namco Bandai

Ni No Kuni: Wrath of the White Witch

Animation titan Studio Ghibli dips its toe in video games with this title from the developers of *Professor Layton*. **Billy Langworthy** takes a look



RECOMMENDED: NI NO KUNI: WRATH OF THE WHITE WITCH



[INFO]

Released:
January 25th

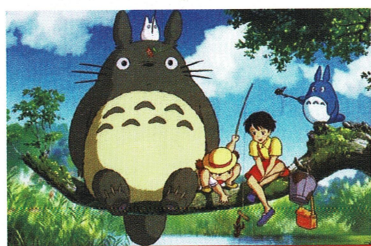
Formats:
PS3

Publisher:
Namco Bandai

Developer:
Level-5 / Studio Ghibli

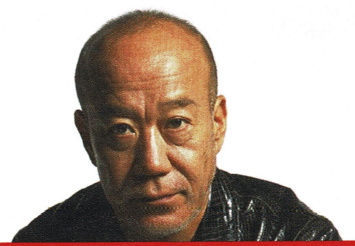
Distributor:
Advantage

Contact:
0121 506 9590



WHO IS STUDIO GHIBLI?

The animation for the game has been designed by the Oscar winning Studio Ghibli. The company has been behind animated hits including *Spirited Away*, *Laputa: Castle in the Sky* and *My Neighbour Totoro*.



JOE HISAISHI

The music for the game has been composed by Joe Hisaishi. He has composed scores to over 100 films including those by Studio Ghibli and Japanese director Takeshi Kitano.



AWARENESS CAMPAIGN

The game has been showcased at a range of events including E3, Gamescom, MCM Expo, Hyper Japan and Games Britannia. Namco Bandai has also launched a print campaign covering publications including *Total Film*, *Neo* and *Edge*.



THE WIZARD'S EDITION

A special collector's set of the game called The Wizard's Edition will cater for hardcore fans of the game and feature a Drippy plush toy, a 300 page Wizard's companion book and downloadable content. (It's clearly popular – the set has almost sold out.)

The Settlers Online

Billy Langsworthy finds another free-to-play powerhouse making the move to retail



WITH more than 150,000 players online, *The Settlers Online* is hoping to find an equally well populated home in retail with the launch of its boxed iteration.

"It is a step for retailers to enter the digital space and make additional revenue on digital content. *The Settlers Online* is the perfect opportunity for them to enter and promote F2P games," says Thomas Paincon, Ubisoft's free-to-play publishing director.

"Some players tend to trust what packaged goods offer, even for F2P online titles, more than spending money directly online. The *Settlers* brand has been known for years and this starter pack is a great opportunity for players to test this new online version."

Both *Settlers* veterans and those new to the title can enjoy exclusive adventure and tactical maps courtesy of an extra resource pack and the included 'The Nords 1' mission.

"Being a browser game, technical constraints are close to nothing for players and will encourage people to join *The Settlers Online* community," adds Paincon.

Blue Byte look set to continuously improve the game with content launching in 2013 including a player versus player system and a new science system which allows gamers to specialise in aspects such as production and the military.

[INFO]

Released:
Out Now

Formats:
PC

Publisher:
Ubisoft

Developer:
Blue Byte

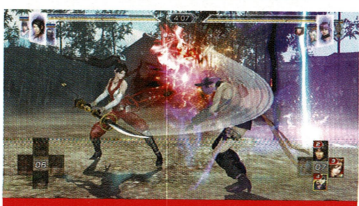
Distributor:
Gem

Contact:
01279 822800



Warriors Orochi 3 Hyper

The popular hack and slash franchise starts a fight on Wii U.
Billy Langsworthy takes a look



HAVING hacked and slashed its way across the PS3 and 360, the *Warriors Orochi* series is heading onto next generation of consoles with its Wii U debut *Warriors Orochi 3 Hyper*.

Alongside the 130 playable characters from *Dynasty Warriors*, *Samurai Warriors*, *Dead or Alive* and *Ninja Gaiden*, Wii U consumers can play as four new characters exclusive to the console.

Hyper will also allow players to take each other on in a Duel mode that blends card and player vs. player battles to create a unique style of gameplay that can be played against the computer or online with friends.

The Wii U gives gamers the opportunity to play local two-player co-op using both the TV and the Wii GamePad screen combination or a standard split screen on the TV.

"Warriors titles are known for their extensive, loyal fanbase and we expect that fans of the series to embrace this version as well," says Marilena Papacosta, PR and marketing manager at Tecmo Koei.

Wii U consumers can play as four new characters exclusive to the console

"We find that the community is really responsive when it comes to titles from the Warriors series and so our plan is to re-enforce and grow their engagement level through a series of sponsored stories and Facebook advertising on our social channels."



[INFO]

Released:
Out Now

Formats:
Wii U

Publisher:
Tecmo Koei

Developer:
Omega Force

Distributor:
Open

Contact:
01462 476130

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Déjà vu

Colin Farrell steps into Arnie's shoes in this remake of the popular 1990 sci-fi film

INFO

Distributor:
Sony Pictures

Price:
DVD: £15.99
Blu-ray: £24.99

Contact:
020 7533 1111

TOTAL RECALL

What's new in this remake?

Not much, but this time Colin Farrell plays Douglas Quaid, an ordinary Joe who decides to dabble in Rekall, a company specialising in implanting artificial memories. Quaid chooses memories from the life of a spy but preliminary tests reveal he has real



recollections of being a secret agent. With no knowledge of this previously life, Quaid soon finds himself being hunted down by, of all people, his loving wife. Fans of the original should keep an eye out for the return of the three-breasted woman.

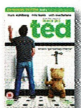
Is it worth stocking?

Arnie is missed, the critics didn't take to it and it wasn't quite the box office success many expected but fans of the original will no doubt let curiosity get the better of them and check it out.



Released: **December 26th**

Official Charts Company HOTTEST FILMS



1. **TED**
Universal Pictures

2. **Brave**

Walt Disney

3. **The Amazing Spider-Man**
Sony Pictures

4. **Magic Mike**

Lionsgate

5. **Arthur Christmas**

Sony Pictures

6. **Michael McIntyre: Showtime**
Universal Pictures

7. **Diary of a Wimpy Kid 3: Dog Days**

20th Century Fox

8. **Mrs Brown's Live Tour: Good Mourning**

Universal Pictures

9. **Ice Age: A Mammoth Christmas**
20th Century Fox

10. **Nativity**

Entertainment One

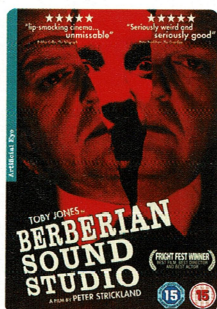
Week Ending: December 2nd

Source: The Official Charts Company.

For More Details See:

www.TheOfficialCharts.com

BERBERIAN SOUND STUDIO



INFO

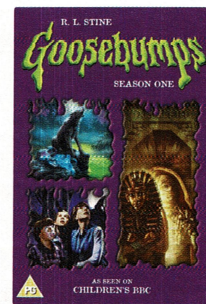
Distributor: Artificial Eye
Price:
DVD: £15.99
Blu-ray: £19.99

Contact: 020 7240 5353

This acclaimed horror follows a sound engineer employed to work on a Italian horror film who finds his reality and the world of the film blurring into each other.

Released: **December 31st**

GOOSEBUMPS: SEASON 1



INFO

Distributor: Koch Media/Regency Pictures
Price: £12.99

Contact: 01256 385200

Season one of this classic Nineties kids show features evil Halloween masks, werewolves, scarecrows and haunted amusement parks.

Released: **Out Now**

INCOMING

Highlights from next week's DVD and Blu-ray releases

	Genre	Distributor/Sales	Contact	Formats
December 10th				
Davina: Intense	Fitness	2 Entertain	020 7612 3000	DVD
Harry And Paul: Series 1-4	TV Comedy	2 Entertain	020 7612 3000	DVD
Harry And Paul: Series 4	TV Comedy	2 Entertain	020 7612 3000	DVD
Ice Age 4: Continental Drift	Animation	20th Century Fox	020 7437 7766	Blu-ray/DVD
Ice Age: The Mammoth Collection	Animation	20th Century Fox	020 7437 7766	Blu-ray/DVD
Keith Lemon: The Film	Comedy	Lionsgate	020 7299 8800	Blu-ray/DVD
Life Just Is	Drama	Independent Distribution	020 7257 8734	DVD
NYPD Blue: Season 5	TV Drama	Medium Rare	01753 651700	DVD
NYPD Blue: Season 6	TV Drama	Medium Rare	01753 651700	DVD
Shock Head Soul	Drama	Soda Pictures	020 7377 1407	DVD
The Colditz Story: 70th Anniversary Edition	War	StudioCanal	020 7534 2700	Blu-ray/DVD
The Dardenne Brothers Collection	Drama	Artificial Eye	020 7240 5353	DVD
The Expendables 2	Action	Lionsgate	020 7299 8800	Blu-ray/DVD
Yossi	Foreign	Peccadillo Pictures	020 7419 2710	DVD

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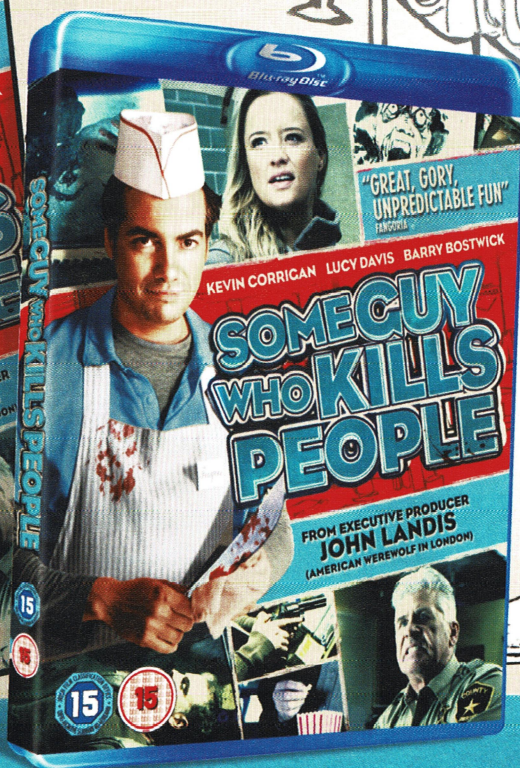
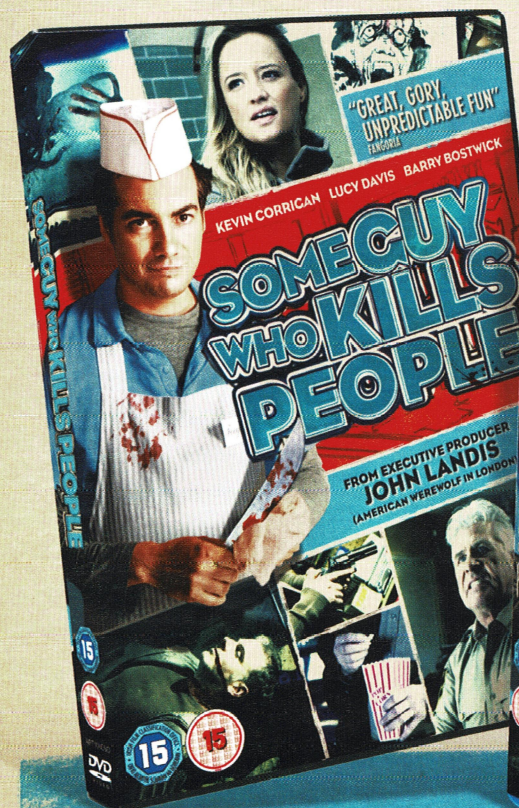
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SOME GUY WHO KILLS PEOPLE



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ON DVD, BLU RAY & DOWNLOAD OCTOBER 15TH**

When I grow up I wanna win an MCV Award...

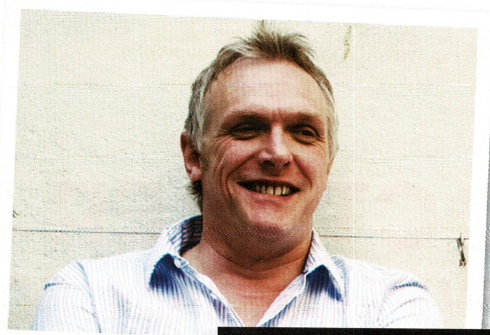
Retail Concept
Mainstream Retailer
Independent Retailer
Specialist Retailer
Digital Retailer
Digital Distribution Team
High Street Distribution Team
Sales Triumph
UK Sales Team
Export Sales Team
Marketing Team
PR Team
Games Studio
Third-Party Games Hardware
Mobile Games Hardware
New Game Brand
Audience Engagement
Media Sales Team
Trade Marketing
Game Campaign
Game Publisher
MCV Special Recognition
Grand Prix



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PRE-ORDER CHARTS

ShopTo.net

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TOP 10 PRE-ORDERS



1. FAR CRY 3
PC, Ubisoft

2. Paper Mario Sticker Star
Nintendo.....3DS

3. Grand Theft Auto V
Rockstar Games.....360

4. The Dark Knight Rises
Warner Bros.....Blu-ray

5. Grand Theft Auto V
Rockstar Games.....PS3

6. Pikachu 3DS XL Limited Edition
Nintendo.....3DS

7. Devil May Cry (Including Bone Pack)
Capcom.....PS3

8. Persona 4 Golden PSP
NIS America.....PSP

9. Anarchy Reigns Limited Edition
Sega.....PS3

10. Devil May Cry (Including Bone Pack)
Capcom.....360

Source: www.ShopTo.net

amazon.co.uk
and you're done.

TOP 10 PRE-ORDERS



1. FAR CRY 3 - THE
LOST EXPEDITIONS
EDITION
Ubisoft, 360

2. LEGO Lord of the Rings
Warner Bros.....Wii

3. Far Cry 3 - The Lost Expeditions Edition
Ubisoft.....PC

4. Far Cry 3 - The Lost Expeditions Edition
Ubisoft.....PS3

5. Wii U 32GB Premium Pack - Black
Nintendo.....Wii U

6. New Super Mario Bros U
Nintendo.....Wii U

7. Far Cry 3 - Insane Edition
Ubisoft.....360

8. Ratchet & Clank: Q-Force
Sony Computer Entertainment UK.....PS3

9. Far Cry 3 - Insane Edition
Ubisoft.....PS3

10. Puzzler World 2013
Koch Distribution.....NDS

Source: www.amazon.co.uk

FROM THE FRONTLINE

MCV speaks to Steven Doyle and Lee Revill from Game Dojo in Lytham St Annes

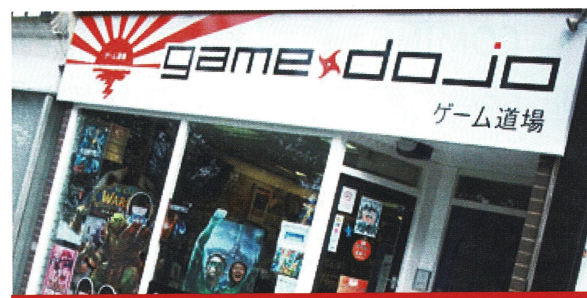
How has business been for you so far this year?

Steven Doyle: It's been getting harder the closer we get to Christmas. There are so many new releases out and it's been getting harder to pay for.

prices of games. *Hitman* is a good example. It arrived last week on Tuesday and by Wednesday the cost price was almost £10 less than we initially paid for it. All the people that pre-ordered it were being loyal, paying the full price, but people know if they stick with us, they are not necessarily getting the best

What is the biggest challenge facing indies?

Lee Revill: The fluctuating



price. Indie incentives are nice but there's nothing that locks in the customers.

the Christmas No.1 with *FIFA* coming a close second.

What do you think will be your big seller this Xmas?

Revill: *Call of Duty* will be

Doyle: *LEGO Lord of the Rings* has done well - we've been running our first decent competition around it.

Want to feature your outlet in **MCV**? Please contact Billy.Langsworthy@intentmedia.co.uk or call 01992 535 646.

PRICE CHECK: TEESIDE



Hitman Absolution
PS3, Square Enix



LEGO Lord of the Rings.
360, Warner Bros



Family Guy
PS3, Activision



Disney Epic Mickey 2
Wii, Disney

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ASDA <small>part of the WAL-MART family</small>	£37.97	£34.97	£39.97	£25.00

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play.com	£31.99	£33.95	£36.95	£21.75
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ShopTo.net <small>ShopLate PlayTomorrow</small>	£31.85	£34.85	£39.85	N/A
GameStop <small>power to the players</small>	£49.97	£49.97	£44.97	£34.97

MARGIN MAKER

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SHARPSHOOTER

FIRST-PERSON shooters are set to be key stocking fillers once again this Christmas so consumers will be looking for accessories set to give them the edge on the battlefield.



With this in mind, Box of Frogs is selling the Sharpshooter pack.

This product consists of three small pads that can be stacked on top of both PS3 and 360 analogue sticks, improving the accuracy and reach of the stick.

The Sharpshooters promise to reduce thumb strain: with more pads stacked on an analogue stick, the players will feel less stress on their thumbs. The pads come in various colours and retail at £8.99.

Box of Frogs:
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RELEASE SCHEDULE

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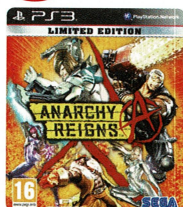


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INCOMING It may look sparse, but Q1 boasts some big brands, including DMC, Aliens, Dead Space and more

TITLE	FORMAT	GENRE	PUBLISHER	TELEPHONE	DISTRIBUTOR
December 7th					
007 Legends	Wii U	Action	Activision	0121 625 3388	CentreSoft
Air Conflicts: Pacific Carriers	360/PS3/PC	Action	PQube	0121 625 3388	CentreSoft
Mass Effect Trilogy	PS3	Action	EA	0121 625 3388	CentreSoft
Paper Mario: Sticker Star	3DS	Platformer	Nintendo	01753 483 700	Open
Outdoors Unleashed: Africa 3D	3DS	Family	Funbox Media	01792 652521	Curveball
January 11th					
Anarchy Reigns	360/PS3	Action	Sega Europe	0121 625 3388	CentreSoft
Ninja Gaiden 3	Wii U	Action	Nintendo	01753 483 700	Open
January 15th					
DMC: Devil May Cry	360/PS3	Action	Capcom Europe	0121 625 3388	CentreSoft
January 18th					
SING Party	Wii U	Karaoke	Nintendo	01753 483 700	Open
January 25th					
Brain Training 3D	3DS	Puzzle	Funbox Media	01792 652521	Curveball
Ni No Kuni: Wrath of the White Witch	PS3	Action	Namco Bandai	0121 506 9590	Advantage
February 1st					
Fist of the North Star: Ken's Rage 2	360/PS3	Fighting	Tecmo Koei	01462 476 130	Open
February 8th					
Dead Space 3	360/PS3/PC	Action	EA	0121 625 3388	CentreSoft
February 12th					
Aliens: Colonial Marines	360/PS3/PC/Wii U	FPS	Sega Europe	0121 625 3388	CentreSoft
February 22nd					
Metal Gear Rising: Revengeance	360/PS3	Action	Konami	020 8987 5730	Open
Persona 4: Golden	Vita	RPG	NIS America	0208 664 3485	Open
February 26th					
BioShock Infinite	360/PS3/PC	FPS	2K Games	01279 822800	Gem
March 5th					
Tomb Raider	360/PS3/PC	Action	Square Enix	0121 625 3388	CentreSoft
SimCity	PC	Simulation	EA	0121 625 3388	CentreSoft

MUST STOCK



ANARCHY REIGNS

Released: January 11th
Format: 360, PS3
Publisher: Sega
Distributor: CentreSoft
Contact: 0121 625 3388

Acclaimed Japanese developer Platinum Games is back with its unique brawler *Anarchy Reigns*. The action title is the first release of the year and is available at a budget price.



DMC: DEVIL MAY CRY

Released: January 15th
Format: 360, PS3
Publisher: Capcom
Distributor: CentreSoft
Contact: 0121 625 3388

The hit third-person action title gets a reboot. The new *Devil May Cry* is developed by Cambridge-based studio Ninja Theory and offers some unique twists on the series.



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[RETAIL ANALYSIS]

by Billy Langsworthy



IT'S finally here.

Marking the 'birth of the next generation',

NINTENDO's Wii U

landed in shelves this week with three titles making it into the top 20 of this week's Top 40 UK Retail Charts.

The highest placed Wii U-exclusive title was *Nintendo Land*, which made it to No. 11 thanks to being bundled with the console. Meanwhile, *New Super Mario Bros U* reached No. 14.

UBISOFT's *Assassin's Creed III* arrived on Wii U too, with sales of all formats dropping just one place into fifth. Its *Just Dance 4* also was a launch title on the new console and moved up a place into sixth.

In total, there were five Wii U SKUs within the Top 10 and 10 Wii U titles inside of the Top 40.

ACTIVISION's *Call of Duty: Black Ops II* held onto the top spot for a third week in a row with its Wii U iteration also launching this week.

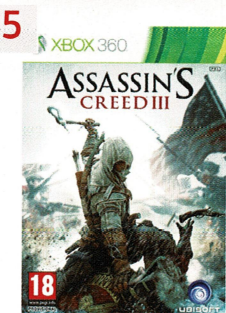
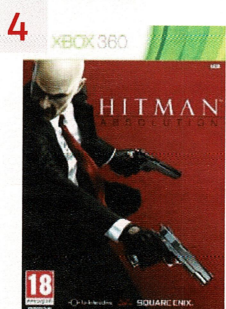
Black Ops II continuing to dominate the charts means

UBISOFT's new release *Far Cry 3* had to settle for second place, but it is still the ninth biggest launch of the year so far.

EA's *FIFA 13* retained the No.3 spot for a fourth week in a row, and with its release on the Wii U the game now graces nine different platforms for the first time since 1993's *FIFA International Soccer*.

Elsewhere, the drop of **THQ's** *UDraw Studio: Instant Artist* proves the power of a price promotion. The title, which made No.13 last week as a result of Amazon's Black Friday deal, fell to No.34 as the promotion ended.

TOP 40 UK RETAIL CHARTS



■ New Entry
 ■ Re-Entry

Week ending
 November 17th

1		CALL OF DUTY: BLACK OPS II		Formats: 360, PS3, PC, Wii U	Developer: Treyarch Publisher: Activision
This week	Last week	Title		Publisher	
2	NEW	FAR CRY 3 360, PS3		Ubisoft	
3	3	FIFA 13 360, PS3, Wii, Vita, PC, DS, PSP, PS2		EA	
4	2	HITMAN ABSOLUTION PS3, 360, PC		Square Enix	
5	4	ASSASSIN'S CREED III 360, PS3, PC, Wii U		Ubisoft	
6	7	JUST DANCE 4 360, PS3, Wii		Ubisoft	
7	6	LEGO THE LORD OF THE RINGS 360, PS3, Wii, DS		Warner Bros	
8	5	HALO 4 360		Microsoft	
9	8	SKYLANDERS GIANTS 360, PS3, Wii		Blizzard	
10	9	NEED FOR SPEED MOST WANTED PS3, 360, Vita, PC		EA	
11	NEW	NINTENDO LAND Wii U		Nintendo	
12	10	DISHONORED 360, PS3, PC		Bethesda	
13	15	FOOTBALL MANAGER 2013 PC		Sega	
14	NEW	NEW SUPER MARIO BROS U Wii U		Nintendo	
15	11	WWE 13 PS3, 360		THQ	
16	12	MOSHI MONSTERS: MOSHLING THEME PARK 3DS, DS		Mind Candy	
17	NEW	ZOMBI U Wii U		Ubisoft	
18	18	MEDAL OF HONOR: WARFIGHTER 360, PS3		EA	
19	16	NEW SUPER MARIO BROS 2 3DS		Nintendo	
20	25	FORZA HORIZON 360		Microsoft	
21	20	BOOK OF SPELLS PS3		Sony	
22	14	RESIDENT EVIL 6 360, PS3		Capcom	
23	17	THE ELDER SCROLLS V: SKYRIM 360, PS3, PC		Bethesda	
24	30	SONIC & ALL STAR RACING TRANSFORMED 360, PS3		Sega	
25	19	F1 2012 360, PS3, Wii U		Codemasters	
26	21	LEGO BATMAN 2: DC SUPER HEROES 360, PS3, DS, Wii		Warner Bros	
27	24	MARIO & SONIC LONDON 2012 OLYMPIC GAMES Wii, 3DS		Sega	
28	29	ANGRY BIRDS TRILOGY 3DS, 360, PS3		Activision	
29	22	FORZA MOTORSPORT 4 360		Microsoft	
30	36	MARIO KART 7 3DS		Nintendo	
31	34	DISNEY EPIC MICKEY 2: THE POWER OF TWO 360, PS3, Wii, Wii U		Disney Interactive Studios	
32	23	KINECT DISNEYLAND ADVENTURES 360		Microsoft	
33	26	PROFESSOR LAYTON AND THE MIRACLE MASK 3DS		Nintendo	
34	13	UDRAW STUDIO: INSTANT ARTIST 360, PS3, Wii		THQ	
35	NEW	JUST DANCE DISNEY PARTY 360, Wii		Ubisoft	
36	28	F1 RACE STARS 360, PS3, PC		Codemasters	
37	37	007 LEGENDS 360, PS3, PC		Activision	
38	RE	SUPER MARIO 3D LAND 3DS		Nintendo	
39	33	CALL OF DUTY: BLACK OPS DECLASSIFIED Vita		Activision	
40	RE	DANCE CENTRAL 2 360		Microsoft	



TOP PC DOWNLOADS – STEAM



1 DISHONORED

Developer: **Arkane Studios** Publisher: **Bethesda Softworks**

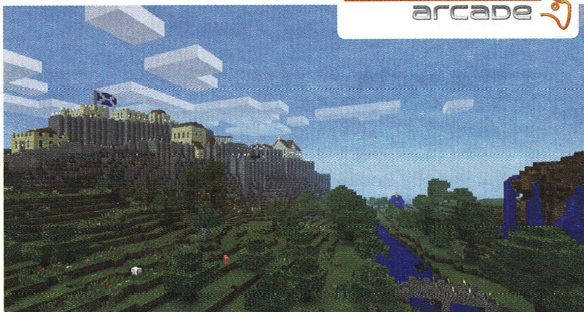
This week	Last week	Title	Publisher
2	2	BORDERLANDS 2	2K Games
3	RE	TORCHLIGHT II	Runic Games
4	1	CALL OF DUTY: BLACK OPS II	Activision
5	7	CHIVALRY: MEDIEVAL WARFARE	Torn Banner Studios
6	RE	THE WITCHER 2: ASSASSINS OF KINGS ENHANCED EDITION	CD Projekt RED
7	RE	BATMAN: ARKHAM CITY GAME OF THE YEAR EDITION	Warner Bros
8	RE	COUNTER-STRIKE: GLOBAL OFFENSIVE	Valve
9	NEW	FAR CRY 3	Ubisoft
10	RE	SID MEIER'S CIVILIZATION V: GODS AND KINGS	2K Games

■ New Entry
■ Re-Entry

Week ending
December 2nd

TOP CONSOLE DOWNLOADS

XBLA (GLOBAL)



1 MINECRAFT: XBOX 360 EDITION

Developer: **4J Studios/Mojang** Publisher: **Microsoft**

This week	Last week	Title	Publisher
2	4	HAPPY WARS	Microsoft
3	3	ROCK BAND BLITZ	Harmonix
4	2	THE WALKING DEAD	Telltale Games
5	NEW	SONIC THE FIGHTERS	Sega
6	NEW	RED BULL CRASHED ICE KINECT	Microsoft
7	RE	GOTHAM CITY IMPOSTERS	Warner Bros Games
8	5	MAGIC	Microsoft
9	7	FRUIT NINJA KINECT	Microsoft
10	6	CASTLE CRASHERS	Microsoft

PSN (EUROPE)



1 FAR CRY 3

Developer: **Ubisoft Montreal** Publisher: **Ubisoft**

This week	Last week	Title	Publisher
2	NEW	RATCHET & CLANK QFORCE	Sony
3	2	HITMAN ABSOLUTION	Square Enix
4	1	FIFA 13	EA
5	4	ASSASSIN'S CREED III	Ubisoft
6	3	PLAYSTATION ALL-STARS BATTLE ROYALE	Sony
7	5	RESIDENT EVIL 6	Capcom
8	6	OKAMI HD	Capcom
9	RE	WRC 3	Milestone
10	RE	NEED FOR SPEED MOST WANTED	EA

XBLA data is worldwide and is correct as of December 3rd. PSN data is for Europe and correct as of November 30th.

IPHONE [PAID]



1 WHATSAPP MESSENGER

Publisher: **Whatsapp**

This week	Title	Publisher
2	ANGRY BIRDS STAR WARS	Rovio
3	FIFA 13	EA
4	BAD PIGGIES	Rovio
5	BLOONS TD 5	Kaiparasoft
6	FREE MUSIC DOWNLOAD PRO	BSOSoft
7	TETRIS	EA
8	THE AMAZING SPIDER-MAN	Gameloft
9	SLEEP CYCLE ALARM CLOCK	Maciek Drejak
10	EMOJI ;)	Emoji +

Correct as of November 25th

IPAD [PAID]



1 ANGRY BIRDS STAR WARS HD

Publisher: **Rovio**

This week	Title	Publisher
2	FIFA 13	EA
3	SCRABBLE	EA
4	MONOPOLY	EA
5	TETRIS	EA
6	PAGES	Apple
7	NEED FOR SPEED MOST WANTED	EA
8	THE ROOM	Fireproof Games
9	THE AMAZING SPIDER-MAN	Gameloft
10	GARAGEBAND	Apple

Correct as of November 25th

ANDROID [PAID]



1 GRAND THEFT AUTO III

Publisher: **Rockstar Games**

This week	Title	Publisher
2	CLEAR VISION (17+)	DPFlashes Studios
3	THE AMAZING SPIDER-MAN	Gameloft
4	ASPHALT 7: HEAT	Gameloft
5	CUT THE ROPE	Zeptolab
6	MINECRAFT - POCKET EDITION	Mojang
7	NEED FOR SPEED MOST WANTED	EA
8	PREDATORS	Fox Digital Entertainment
9	WHERE'S MY WATER?	Disney
10	DOODLE JUMP	Gamehouse

Correct as of November 30th

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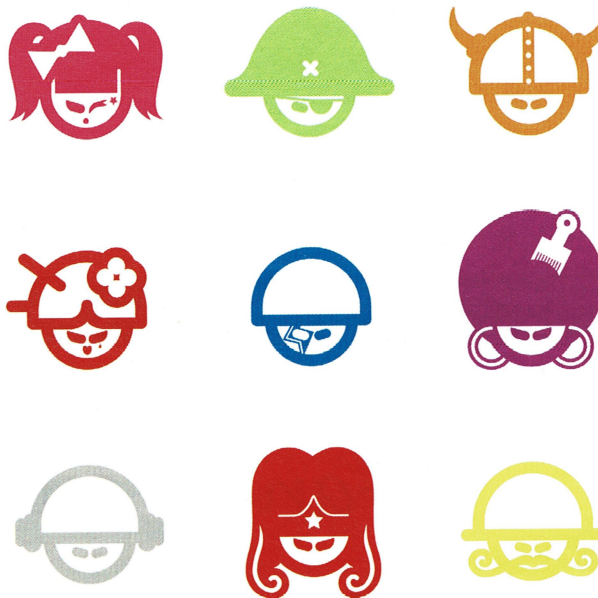
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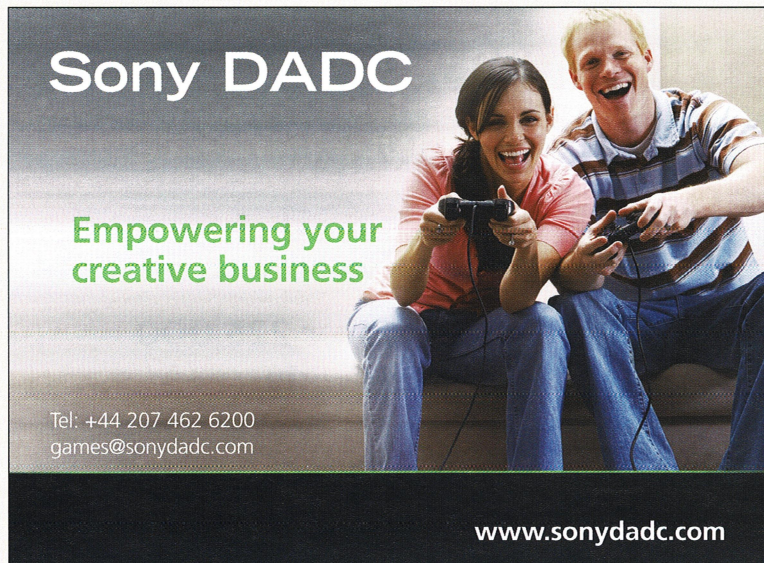
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INSIDER'S GUIDE

PDP

WHO?

Specialism: Peripherals
Location: Performance Designed Products
Ltd, 59-60 Thames Street,
Windsor, SL4 1TX

Contact:
T: +44 01753 272120
W: www.pdp.com
Twitter: @PDPgaming / @PDPmobile

MCV talks to Chris Spearing, European general manager and UK managing director at PDP

Tell us about your company.

Performance Designed Products are a US market leading accessories manufacturer. We design and manufacture video game accessories mostly under licences by Nintendo, Sony, Microsoft, Disney, Marvel, Energizer, and Hasbro. Also with software developers like Activision, Konami and Warner Bros. Last year we launched into mobile with Disney, Marvel and Blizzard products for Apple platforms. It's taken off in big way.



from heading up Logitech and for taking market leader positions in multiple consumer electronic categories. I'm having fun building up to this again with PDP across Europe.

What has been your biggest accomplishment so far this year?

PDP is the big dog for accessories in North America



Taking PDP from being an unknown a year and a half ago to a serious player isn't bad

and dominate in the controller category. We are now also the UK market leader for third party video game controllers. This is with our Afterglow and new Rock Candy brands.

What has been your biggest accomplishment to date?

Without question having my first child and becoming a dad. Work wise, taking PDP from being mostly unknown a year and half ago to a serious player isn't bad. It's just the start though. Most people know me

What do you hope to achieve this year?

We are launching our exciting new Afterglow headsets. The retailer response has been incredible. They have already launched in the US and sales so far have been amazing. I'm looking forward to making a good marketshare impact here.

Do you have any exciting developments in the works? Any plans for expansion/new partnerships?

Yes. Sorry but I'm under NDA but believe me, I'm itching to tell you when I can. Also to further increase on our European expansion, we'll be opening another office in Europe as well as expanding in the UK. Our current growth has been amazing.

Tell us something no one knows about your company.

Nicholas, our head of concept team designed the mountains in Disneyland.

Estonia

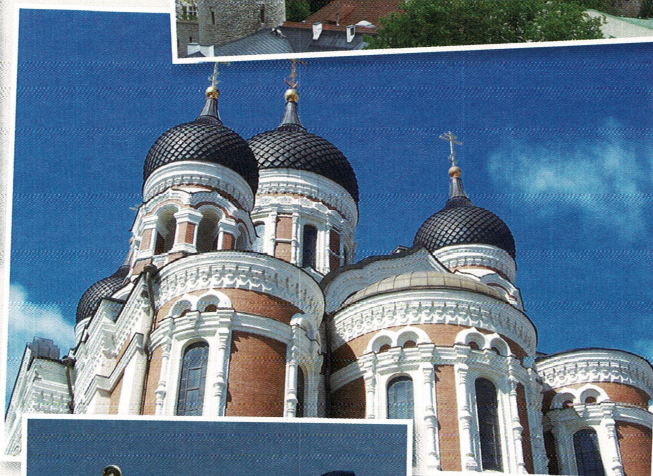
MCV finds out why Estonia has the biggest sales in the Baltics

KEY RETAILERS

Euronics, Gamelab, Gamestar Holding, Kaubamaja, Klick, Onoff, Pan Vision, Prisma, Progames, Selver, Stockmann

TOP DEVELOPERS

Candycane Apps, Creative Mobile, Mooncascade, Playtest, Ringtail Studios, Zereturnaround



ABOUT THE MARKET

ESTONIA is one third of the Baltic states, alongside Latvia and Lithuania. While it is not physically the largest of the three, it does have the most promising video games market.

"The Baltics is a small market compared with European standards, but it is a fast-growing market," says Jaanus Kuk, development manager at local distributor Gamestar Holding.

"And when it comes to retail games sales volumes, Estonia is the biggest of the three Baltic countries. Estonia is also less affected by piracy and grey imports, although all three markets are more price-sensitive than Western Europe."

As with many European nations, PC is the most popular format for Estonian gamers but consoles still fare reasonably well.

Kuk reports that there are approximately 100,000 console gamers across Estonia, Latvia and Lithuania – with about half in Estonia. Xbox 360, PS3 and PSP lead this area.

The Baltics is a small market compared with European standards, but it is a fast-growing market.

Jaanus Kuk, Gamestar Holding

Interestingly, it is English products that make up the majority of sales, although some Russian titles are imported from Estonia's eastern neighbour.

"Unfortunately, some publishers are counting us as a part of the Russian market, which causes some issues selling English products here," says Kuk.

Estonia's retail landscape is divided between specialist stores and larger retail chains, and there are also some growing online businesses.

The five biggest retail chains account for about 50 per cent of sales in The Baltics.

There are also organisations working hard to improve the nation's development talent. The Tiger Lead Foundation set up an educational scheme encouraging schools to teach pupils more about computers by programming basic web-based games.

UPCOMING FACTFILES

December 14th: Indonesia

January 4th: India

January 11th: Norway

To get involved with International Factfile, please contact
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MCV EDITORIAL PLANNER

THE MONTH AHEAD AT A GLANCE

REVIEW OF THE YEAR

Friday December 14th

We reflect on the biggest stories and events that shaped the UK games industry in 2012.

EDITORIAL DEADLINE:
November 30th

ADVERTISING DEADLINE:
December 7th



FUTURE FEATURES



January 4th:
Fitness Software
Market Analysis

50 THINGS TO LOOK FORWARD TO IN 2013

Friday January 4th

We look forward to the major events and games of next year, such as the return of *Grand Theft Auto* (pictured).

EDITORIAL DEADLINE:
December 20th

ADVERTISING DEADLINE:
December 20th



DECEMBER 2012

DECEMBER 14TH

- November Market Share Review
- Review of the Year: includes Quotes of the Year, and our popular Quiz of the Year.
- Top 10 Games of 2012
- International Factfile: Indonesia

JANUARY 2013

JANUARY 4TH

- 50 things to look forward to in 2013
- Fitness software market analysis
- International Factfile: India

JANUARY 11TH

- New Year, New Job: Recruitment Guide and Salary Survey
- International Factfile: Norway

JANUARY 18TH

- Toys & Licensing: How video games IP crosses over into the merchandise sector
- International Factfile: Czech

JANUARY 25TH:

- Games apps: Tie-in and cross-promotional smartphone games for retail releases
- International Factfile: Greece

FEBRUARY 2013

FEBRUARY 1ST

- Nordic In-depth Territory Report
- International Factfile: Hungary

FEBRUARY 8TH

- Digital Distribution: Sector overview and profiles of all the important firms growing the download games market
- Monetising online games: Streaming, payment services and strategies for free-to-play games

- International Factfile: Ireland

FEBRUARY 15TH

- QA & Localisation
- International Factfile: Canada

FEBRUARY 22ND

- The Art of Marketing: Overview of the creative agency landscape

FITNESS SOFTWARE ANALYSIS

Friday, January 4th

An in-depth look at the exercise games that will be boosted by the New Year dieting season.

EDITORIAL DEADLINE: December 20th
ADVERTISING DEADLINE: December 20th

NEW YEAR, NEW JOB:

RECRUITMENT GUIDE

Friday, January 11th

MCV shares advice on finding that perfect job, plus our salary survey.

EDITORIAL DEADLINE: December 20th
ADVERTISING DEADLINE: January 4th

TOYS & LICENSING

Friday, January 18th

We explore the opportunities that exist for hot video games brands in toys and other merchandise.

EDITORIAL DEADLINE: January 3rd
ADVERTISING DEADLINE: January 11th

GAMES APPS FOCUS

Friday, January 25th

MCV talks to publishers about how they use tie-in smartphone games to boost retail releases.

EDITORIAL DEADLINE: January 3rd
ADVERTISING DEADLINE: January 11th

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Your guide to the special features coming up in MCV

- In-Depth Territory Report: Benelux
- International Factfile: Egypt



March 1st: Games Media Special

MARCH 2013

MARCH 1ST

- Spring Games Media Special

- International Factfile: UAE

MARCH 8TH

- Smartphone accessories and app toys

- International Factfile: Iran

MARCH 15TH

- Distribution special: How fulfilment firms are coping with a busy first-half

- International Factfile: Portugal

MARCH 22ND

- Peripherals Guide: Console

- In-Depth Territory Report: India

MARCH 29TH

- Q2 Preview: Key summer releases

- International Factfile: Spain

APRIL 2013

APRIL 5TH

- Points cards and downloads

- GDC Review

- International Factfile: Sweden

APRIL 12TH

- DVD & Blu-ray Focus: Your guide to the biggest summer blockbusters and add-on home entertainment sales for retail

- International Factfile: Iceland

APRIL 19TH

- International Factfile: Indonesia

APRIL 26TH

- Peripherals focus: PC and Mac

- International Factfile: USA



May 2013: Indie Retail Month

MAY 2013

MAY 3RD

- INDIE RETAIL MONTH: 'How to set up an indie', plus UK map of indies

- International Factfile: Luxembourg

MAY 10TH

- INDIE RETAIL MONTH: Top 10 New Indies

- Manufacturing and Duplication

- International Factfile: Cyprus

MAY 17TH

- INDIE RETAIL MONTH: Top 10 Fastest Growing Indies

- International Factfile: Hong Kong

MAY 24TH

- INDIE RETAIL MONTH: Top 10 Online Indies

DIARY DATES

From the MCV Awards to GDC 2013, we list all of the biggest upcoming games events in the UK and beyond



MCV AWARDS 2013

Thursday, April 18th

Lancaster London Hotel, London

MCV Awards 2013
The market for computer & video games

The MCV Awards return with updated categories and eight new prizes up for grabs. Lobby now by emailing mcvlobbying@intentmedia.co.uk. To book your place, contact Kathryn.Humphrey@intentmedia.co.uk or call her on 01992 535 646.

DECEMBER

EVOLVE IN LONDON

Tuesday, December 11th

Devere, West One, London

www.evolveconference.com

Topics at this year's event will include internet TV, cloud gaming, multi-platform development techniques, free-to-play, and the future of games.

JANUARY

CES 2013

Tuesday, January 8th –

Friday, January 11th

Las Vegas, USA

www.cesweb.org

The world's largest trade show for consumer technology.

DEVELOP QUIZ

Wednesday, January 30th

Sway, Holborn

Kathryn.Humphrey@intentmedia.co.uk
Development studios from all over the UK converge to battle over who's the cleverest. Fantastic prizes, networking opportunities and question-answering fun await!

MARCH

PCR AWARDS 2013

Thursday, December 14th

Royal Garden Hotel, Kensington

www.pcr-awards.com

The biggest night in the PC and tech calendar, giving firms the chance to celebrate the success of the channel.

GamesAid CALENDAR 2012

CHRISTMAS CONCERT

Wednesday, December 19th

The games industry's hidden talents will put on a showcase of musical performances, solos and the GamesAid choir. There is even a variety of Sponsor A Solo campaigns currently on JustGiving.com. Donations could see familiar faces Ian Livingstone, John Clark and Andy Payne taking to the stage.

COMING SOON

Veterans' football

UK games industry old boys prove that they're still fighting fit on the football pitch in a bid for charity.

Pool

GamesAid hopes to follow the success of last year's event so get your cues at the ready.

Water Polo

Proof if proof were needed that there is literally no sport beyond the trade's endless talents.

Hosting your own?

If you are organising a fundraising event to raise money for GamesAid, let them know by emailing trustees@gamesaid.org.

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OFF THE RECORD

This week we head to HMV Oxford Street for the launch of Wii U, while Ubisoft conquers the world with Assassin's Creed III. Plus, the winner of our WWE competition and the grand final begins in our Hitman Sniper Challenge

WII HAVE LIFT OFF

Nintendo took over HMV's flagship Oxford Street branch for the official launch of the Wii U last week.

The first person in the queue, Izzy Rahman, was camping outside with his friends for a week, keeping themselves sane with *Mario Kart 7* tournaments.

Mario and Luigi greeted the crowds on the night, posing for photos with passers-by. Also in attendance were zombies, *Just Dance* neon dancers and *Assassin's Creed's* Connor.

Official Nintendo Magazine editor Chandra Nair took to the stage to show off some of the different multiplayer games available on Wii U, and there was even a raffle with some collectible gaming goodies up for grabs.



MCV RETAIL ADVISORY BOARD MCV takes soundings from its Retail Advisory Board on the biggest issues in



Anna-Marie Mason,
GAME, Gamestation



James Morton,
Blockbuster



Jon Hayes,
Tesco



Craig Thirkell,
Asda



Ketu Patel,
Amazon



Sarah Jasper,
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Phil Moore,
Grainger Games



Igor Cipolletta,
ShopTo



Dermot Stapleton,
Get Games



Andy Pinder,
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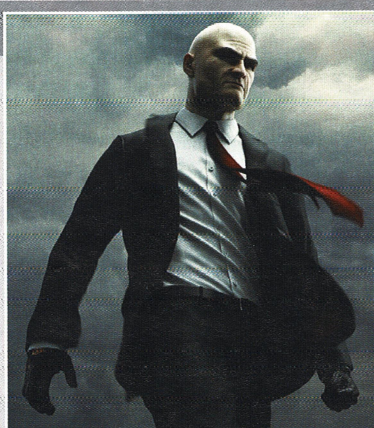
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OFF THE RECORD

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HITMAN™ SNIPER CHALLENGE



COLD KILLERS

November's league is over, with Blitz Games' Alan Barber winning an iPad. Which means our Hitman Sniper Challenge is nearly at an end.

All this week, the Top 10 killers from media, retail, publishing, development and last month's open league have been competing one last time.

Whoever has the highest score will win our star prize: a tailored suit worth up to £1,000, so our Ultimate Industry Hitman can look as sharp as Agent 47. We'll announce the winner next week.

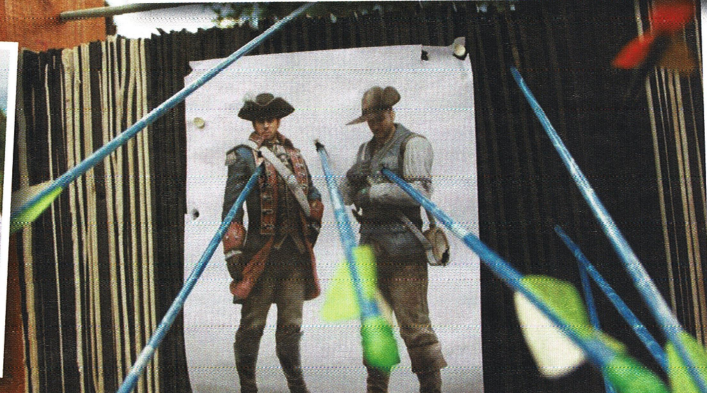
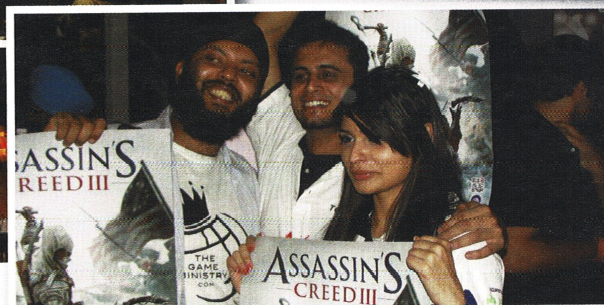
THIS MONTH'S TOP ASSASSINS

Alan Barber , Blitz Games Studios	6,096,597
Rob Harris , Xbox Live Addicts	5,262,509
Richard Barlaos , Ubisoft	5,105,630
Jaspreet Marwaha , Reef Entertainment	4,939,596
Vicki Parsons , Toys R Us	4,639,656
Michael Donlevy , GAME	4,168,464
Jamie Smith , Ubisoft Reflections	2,989,507
Simon McGuirk , Ubisoft Reflections	2,299,293
Lewis Snowden , HMV	2,142,231
Alex Steeden , Fresh Minds Research	1,595,758
Luiz Ferreira , White Room Games	1,431,782
James Swallow , author	540,736

A WORLD OF ASSASSINS

Assassin's Creed III isn't just a hit in the UK; Ubisoft's export team has been running launch parties and other events around the world. From midnight openings in India to costume parties in Romania and archery tournaments in South Africa, Ubi has pulled out all the stops to reach the franchise's many fans.

You can read more about Ubisoft's work with export territories at MCVuk.com.



the industry. The current members are...



Don McCabe,
CHIPS



Gurdeep Hunjan,
Sainsbury's



Nick Sultanti,
Morrisons



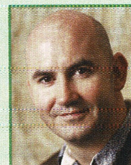
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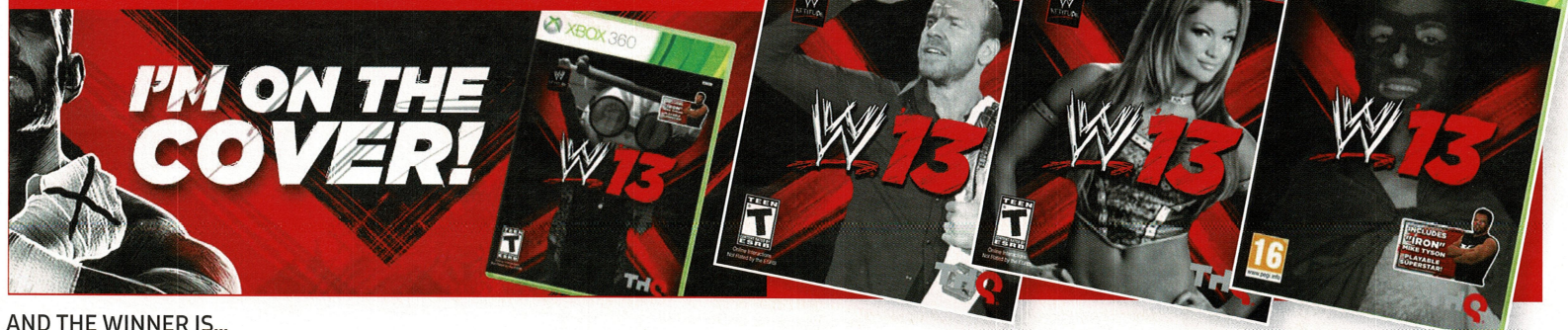
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AND THE WINNER IS...

We had some great entries for our WWE contest, ranging from epic smack-talk from journalist Martin Mathers to one email that simple said "choose me". But picking a winner was a no-brainer when William Stephen of Brechin-based indie Backyard Gaming sent in a video in which he boasts of his WWE fandom – and snaps CM Punk's neck. Well, a cardboard cutout of Mr Punk, but it was still impressive stuff. Congratulations William and thanks to all who entered.

THE PRIZE

Backyard Games' William Stephen will receive:

- A copy of WWE 13 signed by wrestling superstar CM Punk
 - Tickets to the next WWE Live tour, due in April 2013
 - CM Punk's *Best in the World* Blu-ray/DVD
 - A CM Punk T-shirt and wristbands
 - A bottle of JR's BBQ sauce
 - A WWE goody bag packed with posters, stickers and more.
- Stephen has said he'll offer the prizes to loyal customers.



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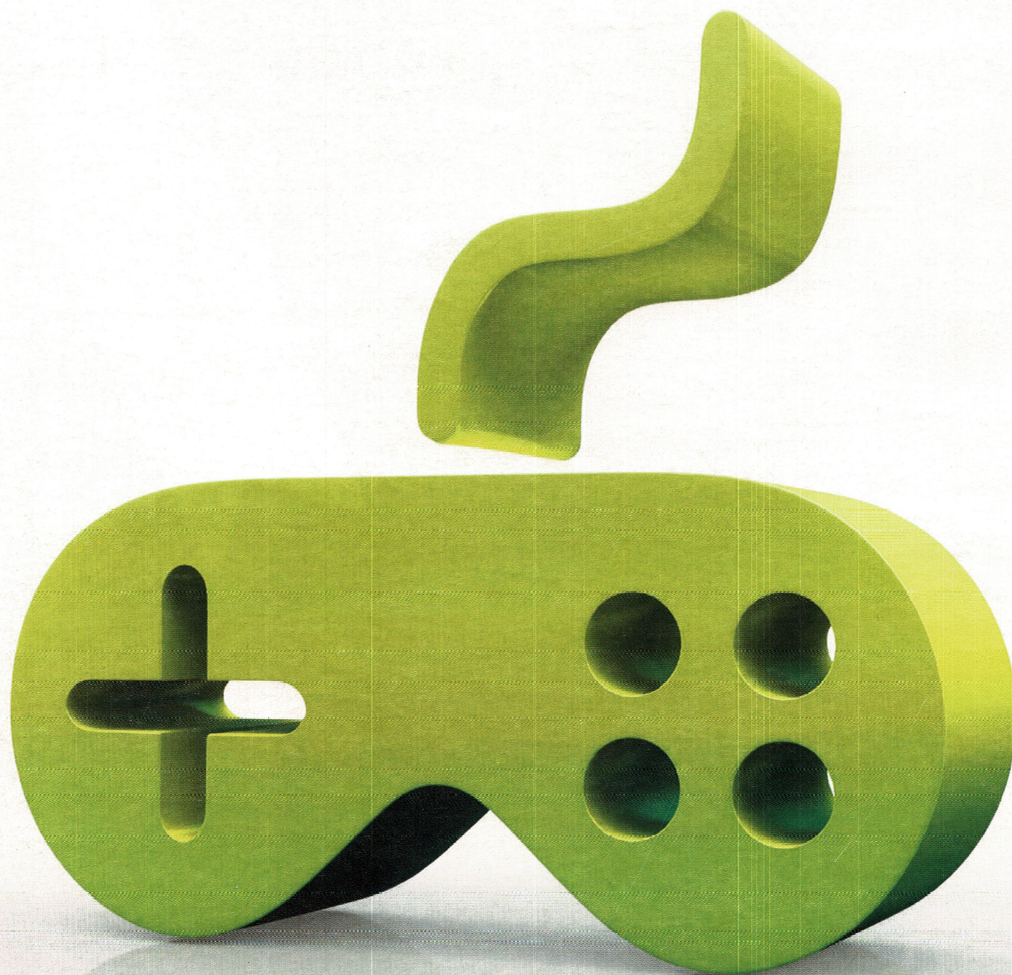
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